|  |  |  |  |
| --- | --- | --- | --- |
| ***Title:*** | **Clusters in the global economy** | | |
| ***Lecture hours:*** | *30 h lecture* | |  |
| ***Study period:*** | *spring semester* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Group project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Principles of international business* | | |
| ***Course content:*** | 1. *Different form of cooperation between companies* 2. *Clusters as a form of cooperation* 3. *Creating a cluster* 4. *Benefits from the cluster for companies and region* 5. *Models of clusters in the world* 6. *Clusters in Poland* 7. *Asian clusters in Lower Silesia* | | |
| ***Learning outcomes:*** | *After attending this lecture a student should be able to:*   * *Distinguish and analyze the process of creating a cluster and benefits from this form of cooperation.* * *Describe different national cluster’s models, distinguish differences and similarities between them.* | | |
| ***Contact person:*** | *Anna H. Jankowiak, Katedra MSG, email:* [*anna.jankowiak@ae.wroc.pl*](mailto:anna.jankowiak@ae.wroc.pl); 713680186 | | |
| ***Literature:*** | 1. Ketels Ch., Lindqvist G., Sölvell Ö., *Clusters and Cluster Initiatives, Center for Strategy and Competitiveness*, Stockholm School of Economics, June 2008. 2. Porter M.E., *On Competition*, A Harvard Business Review Book, 1998. 3. *See the future, Top industry clusters in 2040 revealed*, Economic Views: Future industry clusters, Pricewaterhouse Coopers, 2010. 4. Innobarometer on cluster’s role in facilitating innovation in Europe, European Commission, July 2006. 5. Sölvell Ö., Lindqvist G., Ketels Ch., The Cluser Initiative Greenbook, Ivory Tower, Stockholm 2003. | | |
| ***Faculty:*** | *All students* | | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak* | *Przedmiot jest w grupie przedmiotów specjalizacyjnych*  *Wydział: NE*  *kierunek: MSG*  *specjalność: International Business*  *rok: III, stopień – studia licencjackie*  *Clusters as a form of cooperation in the global economy* | |

|  |  |  |  |
| --- | --- | --- | --- |
| ***Title:*** | ***Etiquette in international business*** | | |
| ***Lecture hours:*** | *30 h lecture* | |  |
| ***Study period:*** | *winter semester* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *test* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Principles of international business* | | |
| ***Course content:*** | 1. *Introduction to the basic concepts associated with the etiquette, manners and good manners* 2. *The proper dress in international business* 3. *The body language and proper communication in international business* 4. *The art of speaking and business talks* 5. *The art of exchange business cards and business correspondence* 6. *Food and drink culture - the rules of organization and participation in business receptions* | | |
| ***Learning outcomes:*** | *The purpose of the course is to present the basic concepts related to the etiquette for a manager operating in the area of international business.*  *After attending this lecture a student:*   * *Has significant knowledge of cultural differences in international business and the types of social relationships and regularities existing in a multi-dimensional society* * *Has an extended knowledge of the cultural aspects of labor and employment, can skillfully navigate through the business environment, complying with the rules of business etiquette* * *Has the ability to recognize cultural differences in the field of international business, he can practically apply the principles of business etiquette related to changes in the cultural environment* * *Has the ability to do business in international business based on relationships, which is based on a good education and knowledge of cultural differences* | | |
| ***Contact person:*** | *Anna H. Jankowiak, Katedra MSG, email:* [*anna.jankowiak@ae.wroc.pl*](mailto:anna.jankowiak@ae.wroc.pl); 713680186 | | |
| ***Literature:*** | 1. Brennan L., Block D., The complete book of business etiquette, London 1996 2. Stewart M. Y., The new etiquette : real manners for real people in real situations : an A-to-Z guide, New York 1997 | | |
| ***Faculty:*** | *All students* | | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak* | *Przedmiot jest w grupie przedmiotów do wyboru, zaproponowanych studentom na semestr 2012/2013*  *Etykieta menedżera w biznesie międzynarodowym*  *Wydział: NE*  *kierunek: MSG*  *specjalność: International Business*  *rok: I, stopień – studia magisterskie* | |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *Public Sector Economics* | |
| ***Lecture hours:*** | *15* | |
| ***Study period:*** | *Winter or spring semester* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Essay and presentation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics* | |
| ***Course content:*** | * *The subject range of public sector. Theory of public goods. Manner of financing and distributing public goods.* * *Public sector failures. Bureaucracy. Corruption. Dealing with public money. Risk aversion. Budget limitations.* * *Methods to improve public administration. Private and public sector management – key differences. Methods to improve bureaucracy. Transparency, e-administration, goals of public administration, task budget. Agency theory.* * *Public – private partnership. Public procurement. Public aid.* * *Privatization and commercialization of public enterprises. Decentralization.* | |
| ***Learning outcomes:*** | *Understanding basics of public sector economics. Understanding the role of government and local government in modern economy.* | |
| ***Contact person:*** | *Dr Marcin Brol, marcin.brol@ue.wroc.pl* | |
| ***Literature:*** | *1. J. E. Stiglitz, Economics of the Public Sector, W. W. Norton & Company, 2000.*  *2. R. Holcombe, Public Sector Economics, Pearson Education, New Jersey 2006.*  *3. R. W. Tresch, Public Sector Economics, Palgrave Macmillan 2008.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Ekonomia sektora publicznego*  *wydział: NE/EZiT*  *kierunek: ekonomia*  *specjalność: ogólnokierunkowy*  *rok: II 1 go stopnia (NE), II 2-go stopnia (EZiT)* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | ***EMERGING ECONOMIES IN INTERNATIONAL BUSINESS*** | |
| ***Lecture hours:*** | *15h (lecturers) + 15h (tutorials)* | |
| ***Study period:*** | *Winter and spring semester* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Projects prepared by students, written/oral examination* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Principles of economics and international economics* | |
| ***Course content:*** | ***Topic 1: Overview of the course and methods of analysis***  ***Topic 2: China as emerging economy***  ***Topic 3: Latest development of India***  ***Topic 4: South American economies***  ***Topic 5: Emerging Africa***  ***Topic 6: Central and East European countries***  ***Topic 7: Multinationals from emerging countries***  *Each topic consists of lectures and tutorials, when case studies will be analyzed.* | |
| ***Learning outcomes:*** | *The aim of the course is to develop understanding of emerging and transition economies, the economic performance, prospects and problems of these countries.*  *Upon successful completion student should demonstrate the skills to carry out assessments of enterprises and countries in transition. Students should also understand the relationships between development, policies and globalization.* | |
| ***Contact person:*** | *Dr Artur Klimek (artur.klimek@ue.wroc.pl)* | |
| ***Literature:*** | *Handbook of economic growth, P. Aghion, S. Durlauf, North Holand, Elsevier, 2005*  *International Economics, T.A. Pugel, The McGraw-Hill Companies, 2009*  *Additional sources: OECD, World Bank, United Nations, various academic journals* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - Emerging economies in international business*  *wydział: Nauk Ekonomicznych*  *kierunek: Międzynarodowe Stosunki Gospodarcze*  *specjalność: International Business*  *rok: II* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | Network economy | |
| ***Lecture hours:*** | *15* | |
| ***Study period:*** | *cały rok* | |
| ***Level:*** | *podstawowy* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | class of work: project and its presentation | |
| ***Language:*** | english | |
| ***Prerequisites:*** | Knowledge of basic economics. Teamwork | |
| ***Course content:*** | Globalization and the increasing role of innovation in network economy.  The modern network economy - features, trends phenomenon  Strengthening the innovation potential  Links networks and their importance for business.  Types of business networks (industrial district, local system of production, cluster)  The meaning and importance of special economic zones in fostering the entrepreneurship Importance of human and social capital in the modern economy  Social capital as a specific network  Forming a networks by market participants  Personal/business networking - methods of networking, networking in job search  The role of a business support institutions in business networking  Key role of networking in business development in the world  Forms of international cooperation – case study  Active lecture use of audiovisual techniques, supplemented by discussions with students, group work and case studies, | |
| ***Learning outcomes:*** | Explaining the issue of networking, and their role inbusiness development in the world , skills by the students the knowledga related with networks of connections between market players, identification of the types of networks, academic skills to understand the changes modern network economy. | |
| ***Contact person:*** | Dr Anna Mempel-Śnieżyk; [anna.sniezyk@ue.wroc.pl](mailto:anna.sniezyk@ue.wroc.pl), 71/ 36 80 751 | |
| ***Literature:*** | 1. D. Clifton , Network with Confidence, A&C Black London 2006 2. J. H. Gitomer, Little Black Book of Connections: Assets for Networking Your Way to Rich Relationships , Bard Press Austin Texas 2006 3. O. Brafman, Click: The Magic of Instant Connections, Crown Nusiness, USA 2010 4. A. Warren, The Great Connection Paullium Books, USA 1997 | |
| ***Faculty:*** | *wszyscy studenci* | |
|  | Deklaruje prowadzenie zajęć w każdym wymiarze godzin. | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Gospodarka sieciowa w przestrzeni europejskiej*  *wydział: NE*  *kierunek: MSG*  *specjalność: wszystkie*  *rok: I* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | SUPPORTING ENTREPRENEURSHIP IN INTERNATIONAL CONTEXT | |
| ***Lecture hours:*** | *15* | |
| ***Study period:*** | *cały rok* | |
| ***Level:*** | *podstawowy* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | class of work: project and its presentation | |
| ***Language:*** | english | |
| ***Prerequisites:*** | Knowledge of basic economics. Teamwork | |
| ***Course content:*** | System of supporting entrepreneurship in Poland and in selected European Union countries  Public authorities in promoting of entrepreneurship  The SME sector in present economy  Barriers to the development of the SME sector in Poland  The specificity of R & D sector in Poland and worldwide  Institutional and instrumental forms of support for entrepreneurship  Specificity and range of non-commercial institutions  Example of incubators of entrepreneurship, centers and technology parks, business support centers, centers for the promotion of entrepreneurship, local development agencies, loan and guarantee funds  Analysis of a sample companies environment and seek opportunities in the environment - generating ideas.  Clusters - definition, distribution, benefits for businesses  The importance of networking for businesses  The meaning and importance of special economic zones in fostering the entrepreneurship  Business Angels and development of entrepreneurship  Forms of international cooperation - case study  Active lecture use of audiovisual techniques, supplemented by discussions with students, group work and case studies, | |
| ***Learning outcomes:*** | Transfer of knowledge about entrepreneurship support system, barriers and problems associated undertaking entrepreneurial activities. Possible ways of solving this problems.  To acquaint students with issues of institutional frameworks of supporting of entrepreneurship.  The student has the ability to recognize opportunities and benefits of taking a variety of entrepreneurial activities and evaluation of the effects of this activity  Abilities to use the instruments available to support the business sector | |
| ***Contact person:*** | Dr Anna Mempel-Śnieżyk; [anna.sniezyk@ue.wroc.pl](mailto:anna.sniezyk@ue.wroc.pl), 71/ 36 80 727 | |
| ***Literature:*** | 1. [OECD Studies on SMEs and Entrepreneurship High-Growth Enterprises: What Governments Can Do to Make a Difference](http://www.waterstones.com/waterstonesweb/products/oecd+publishing/oecd+studies+on+smes+and+entrepreneurship+high-growth+enterprises/8373470/), [OECD Publishing](javascript:doAuthorSearch('OECD%20Publishing');)19.11.2010 2. Rozwój małych i średnich przedsiębiorstw. Wiedz, sieci osobistych powiązań proces uczeni się. Wyd. Akademickie i Profesjonalne, Warszawa 2008. 3. Business and its environment. David P. Baron. Upper Saddle River, NJ: Pearson Prentice Hall, 2006. 4. [N. Kureshi](javascript:doAuthorSearch('Nadeem%20Kureshi');) [Quality Management in SMEs](http://www.waterstones.com/waterstonesweb/products/nadeem+kureshi/quality+management+in+smes/8940991/), LAP Lambert Academic Publishing AG & Co KG 2011 5. [K. Lal](javascript:doAuthorSearch('%26%2334%3BKaushalesh%20Lal%26%2334%3B');), [B. Oyelaran-Oyeyinka](javascript:doAuthorSearch('%26%2334%3BBanji%20Oyelaran-Oyeyinka%26%2334%3B');), SMEs and New Technologies: Learning E-business and Development, Palgrave Macmillan, 2006 6. R. Borowiecki, B. Siuta-Tokarska: Problemy funkcjonowania małych i średnich przedsiębiorstw w Polsce. Wyd. Difn, Warszawa 2008. | |
| ***Faculty:*** | *wszyscy studenci* | |
|  | *Deklaruje prowadzenie zajęć w dowolnym wymiarze godzin* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Wspieranie przedsiębiorczości w ujęciu międzynarodowym*  *wydział: NE*  *kierunek: MSG*  *specjalność: BM*  *rok:II* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | PROJECT MANAGEMENT IN INTERNATIONAL ASPECT | |
| ***Lecture hours:*** | *15* | |
| ***Study period:*** | *cały rok* | |
| ***Level:*** | *podstawowy* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | class of work: project | |
| ***Language:*** | english | |
| ***Prerequisites:*** | Knowledge of basic economics. Teamwork | |
| ***Course content:*** | Basics of project management (basic parameters of the project, types of projects, project life cycle)  Functional model of project management (initiating of the project, defined the project, organizing the project team, planning as a basis for project management control and coordination of the project)Institutional model of project management (organization of projects, types of organizational structures for projects, comparison of the organizational structures in the projects)  Personnel management in projects (requirements for participants in the project team, project team management styles, communication in project team, motivate project teams  Project management methods (project management methodology, project management techniques)  Active lecture use of audiovisual techniques, supplemented by discussions with students, group work and case studies, | |
| ***Learning outcomes:*** | Transfer of knowledge about project management. Explaining the issue of project management and their role in present economy, skills by the students the knowledge related with (initiating and defined the project, organizing the project team, planning and coordination of the project, types of organizational structures for projects, academic skills to understand project management methods  The student has the ability to recognize risks and effect of project. | |
| ***Contact person:*** | Dr Anna Mempel-Śnieżyk; [anna.sniezyk@ue.wroc.pl](mailto:anna.sniezyk@ue.wroc.pl), 71/ 36 80 727 | |
| ***Literature:*** | 1. Roberts P. Effective Project Management. Publisher Kogan, London 2011. 2. Merison A, Emotional Intelligence for Project Managers, Amakom NY, 2007 3. Haugan G, Project Management Fundamentals, Managements Concepts, USA 2011 4. Mackenzie Kyle, Making It Happen: A Non-Technical Guide to Project Management Canada, 1998 | |
| ***Faculty:*** | *wszyscy studenci* | |
|  | Deklaruje prowadzenie zajęć w każdym wymiarze godzin. | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Zarządzanie projektami w przestrzeni międzynarodowej*  *wydział: NE*  *kierunek: MSG*  *specjalność: MGP*  *rok:III* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *Economic Globalisation: Concept, Indicators and Governance Problem* | |
| ***Lecture hours:*** | *15 hrs lectures* | |
| ***Study period:*** | *Winter or Spring Semester* | |
| ***Level:*** | *Intermediate / Advanced* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Written test* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Completed basic economics* | |
| ***Course content:*** | *The course try to show main problems economists faced in attempting to give scientific explanation of the nature of economic globalisation, its expected benefits and threats, with emphasis on the current slowdown in the world economy in result of global financial system instability. Course supply basic knowleadge on “players” of globalisation, types and role of cross-border capital flows, activity of multinational corporations (MNE) and about measurment problems. Proposed by the OECD indicators of economic globalisation will be discussed.* | |
| ***Lerning outcomes*** | *To understand the main features of current stage of globalisation one needs to employ some scientific approach. Theoretical frames of such complex, changing, interdicsiplinary subject are not completed yet but some theories supply relevant methods and tools to deal with main problems, evoiding emotional or trivial opinions. Completing this course a student ought to be able better understand such phenomena as increasing power of some MNEs or global financial system instability through employment of analytical approach.* | |
| ***Contact person:*** | *Dr Bozena Baborska, room 204 B*  [bozena.baborska@ue.wroc.pl](mailto:bozena.baborska@ae.wroc.pl), | |
| ***Literature:*** | *J.Bhagwati: In Defense of Globalization. Oxfort University Press, 2007*  *J.H. Dunning and S.M. Lundan: Multinational Enterprises and the Global Economy. Edward Elgar 2008*  *OECD Handbook on Economic Globalisation Indicators. OECD, 2005*  *United Nations and the IMF web sides -chosen documents*  *E. Milliot and N. Tournois (Eds.): The Paradoxes of Globalisation. Palgrave Macmillan, 2010* | |
| ***Faculty:*** | *For all* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *No* |  |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *Innovations and development of the world economy* | |
| ***Lecture hours:*** | *30 hours (15 lecture, 15 workshop)* | |
| ***Study period:*** | *All year* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *-* | |
| ***Course content:*** | *The definition and types of innovation.*  *Diffusion and absorption of innovations in economy.*  *Determinants of innovative activity.*  *The essence of creativity and its relationship with innovation.*  *Innovative policy.*  *Regional innovation strategies in EU regions.*  *Activities and projects that support innovation in the European Union.*  *Funding for innovative projects in Poland with EU funds.* | |
| ***Learning outcomes:*** | *Acquaint students with the basic definitions of innovation and its diffusion, present the role of innovation and innovation policy in development of the economy, describe innovation policy and actions undertaken in European regions (using examples).* | |
| ***Contact person:*** | *Dr Niki Derlukiewicz,* [*niki.derlukiewicz@ue.wroc.pl*](mailto:niki.derlukiewicz@ue.wroc.pl)  *071/ 3680727* | |
| ***Literature:*** | *1.Kevin Morgan, Claire Nauwelaers: Regional Innovation Strategies. The Challenge for Less-Favoured Regions, Routledge 2002.*  *2.Hans-Joachim Braczyk, Philip Cooke, Martin Heidenreich: Regional Innovation Systems. The Role of Governances in a Globalized World, Routledge 2004.*  *3.Philip Cooke, Andrea Piccaluga: Regional Development in the Knowledge Economy, Routledge 2006.*  *4. Robert B. Tucker: Driving growth through innovation, Berrett- Koehler Publishers Inc., San Francisco 2008* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Innowacyjność a rozwój współczesnej gospodarki światowej*  *wydział: NE*  *kierunek: MSG*  *specjalność: HZ*  *rok :II* |

|  |  |  |
| --- | --- | --- |
| **Title:** | Institutional Economics | |
| **Lecture hours:** | 15 hrs lectures | |
| **Study period:** | Winter or spring semester | |
| **Level:** | Intermediate / Advanced | |
| **Location:** | Wroclaw | |
| **Examination:** | Written test | |
| **Language:** | English | |
| **Prerequisites:** | Completed basic economics | |
| **Course content:** | The purpose of the course is to introduce students in relatively new field in the economic theory - the institutional economics (IE), mainly its stream called the New Institutional Economics (NIE). Lectures contents: Some basic terms. IE versus orthodox economics. “Old” and “new” institutional economics – superficial comparison. Basic concepts of NIE. Transaction costs economics. Firms and markets as institutions. Property- rights analysis. Three types of economic theories of contracts: the agency theory, relational contracts and incomplete contracts theories. Some samples of NIE concepts’ applications to the economic analysis of such systemic transformation problems as former state-owned firms privatisation, development of markets and their institutional environment. | |
| **Learning outcomes:** | The course program provides basic knowledge on institutional economics main streams' development with increased knowledge on the NIE. Using this knowledge students should be able to use some concepts, methods and tools in analysing markets, firms and their institutional environment for better understanding of real-life economy. | |
| **Contact person:** | Dr Bożena Baborska  [bozena.baborska@ue.wroc.pl](mailto:bozena.baborska@ae.wroc.pl) | |
| **Literature:** | 1. E.G. Furubotn and R. Richter: Institutions and Economic Theory. The Contribution of the New Institutional Economics. The University of Michigan Press 1997,  2. E.G. Furubotn and R. Richter (editors): The New Institutional Economics. Mohr, 1991  3. C. Menard(ed): Institutions, Contracts and Organizations. Perspectives from New Institutional Economics. Edward Elger Publ., 2000,  4. C. Menard and M.M. Shirley (editors): Handbook of New Institutional Economics. Springer 2005.  5. O.E. Williamson: The Economic Institution of Capitalism. The Free Press, 1985 | |
| **Faculty:** | All | |
| **czy przedmiot jest kopią przedmiotu prowadzonego na AE?** | nie |  |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | ***INTERNATIONAL BUSINESS*** | |
| ***Lecture hours:*** | *15h (lecturers) + 15h (tutorials)* | |
| ***Study period:*** | *Winter and spring semester* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Projects prepared by students, written/oral examination* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Principles of economics* | |
| ***Course content:*** | ***Topic 1: International Business Nature***  ***Topic 2: World Financial System***  ***Topic 3:******Multinational Corporations***  ***Topic 4: International Market Entry Modes***  ***Topic 5: Country Evaluation and Selection***  ***Topic 6: Managing International Operations***  ***Topic 7: Ethics of International Business***  *Each topic consists of lectures and tutorials, when case studies will be analyzed.* | |
| ***Learning outcomes:*** | *The module will allow students to develop their understanding of international business. Thanks to the course students will identify the crucial factors of international environment like financial systems, entry barriers and risk assessment, which affect firms in their markets, acquisition of materials or labour supply in various parts of the world.*  *After completing the module students should achieve competence to work individually with international business issues.* | |
| ***Contact person:*** | *Dr Artur Klimek (artur.klimek@ue.wroc.pl)* | |
| ***Literature:*** | *International Business: The Challenge of Global Competition/Donald Ball (et. al), 10th ed, McGraw-Hill Companies, 2005*  *International business : global competition from a European perspective / Andrew Harrison, Ertugrul Dalkiran, Ena Elsey. - Oxford: Oxford University Press, 2000*  *International business / Michael R. Czinkota, Ilkka A. Ronkainen, Michael K. Moffett. - 3rd ed. - Fort Worth, TX : Dryden Press, 1994.*  *Students should also monitor current issues in international business by reading The Financial Times and The Economist* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak – International business*  *wydział: Wydział Nauk Ekonomicznych*  *kierunek: Międzynarodowe Stosunku Gospodarcze*  *specjalność: International business*  *rok: II* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | INTERNATIONAL ORGANIZATIONS | |
| ***Lecture hours:*** | 30 hours (15 hours lectures + 15 hours of workshop) | |
| ***Study period:*** | Spring | |
| ***Level:*** | Basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Attendance, participation and short presentation will be required. | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge in economics. | |
| ***Course content:*** | 1. Origins, roles and general classification of international organizations 2. The United Nations Organization 3. United Nations Educational, Scientific and Cultural Organization 4. International Labour Organization 5. World Health Organization 6. Food and Agriculture Organization of the United Nations 7. International Civil Aviation Organization 8. World Intellectual Property Organization 9. United Nations Industrial Development Organization 10. International Monetary Fund 11. World Bank Group (International Bank for Reconstruction and Development, International Centre for Settlement of Investment Disputes, International Development Association, International Finance Corporation, Multilateral Investment Guarantee Agency) 12. International Maritime Organization 13. World Meteorological Organization 14. Universal Postal Union   15. International Telecommunication Union | |
| ***Learning outcomes:*** | Students will be able to distinguish international governmental and non-governmental organizations. They will understand various problems concerning the existence of international organizations and their influence on average citizens’ lives. | |
| ***Contact person:*** | dr Joanna Kenc, jkenc@wp.pl | |
| ***Literature:*** | 1. M. P. Karns, K. A. Mingst, International Organizations. The politics and processes of global governance, Lynne Rienner Publishers Inc., London 2010. 2. Latoszek E., Proczek M., *Organizacje międzynarodowe we współczesnym świecie*, Wyd. Elipsa, Warszawa 2006. 3. Czubik P., Kuźniak B., *Organizacje międzynarodowe*, Wyd. C. H. Beck, Warszawa 2004. 4. Websites of international organizations listed above. | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *INNOVATIVE ORGANIZATION AND ENTREPRENEUR IN THE INTERNATIONAL SPACE* | |
| ***Lecture hours:*** | *30 hours (15 lecture, 15 workshop)* | |
| ***Study period:*** | *All year* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *-* | |
| ***Course content:*** | *Knowledge based economy*  *The definition and types of innovation..*  *Determinants of innovative activity.*  *The essence of creativity and its relationship with innovation.*  *Innovative company and organization- theory and practice*  *Funding for innovative projects.*  *Cooperation between companies and science sector for innovation.* | |
| ***Learning outcomes:*** | *Familiarize students with the issue of innovation and funding opportunities for innovative solutions. In addition, discussion of issues related to the innovative enterprises and organizations in the international aspect.* | |
| ***Contact person:*** | *Dr Niki Derlukiewicz,* [*niki.derlukiewicz@ue.wroc.pl*](mailto:niki.derlukiewicz@ue.wroc.pl)  *071/ 3680727* | |
| ***Literature:*** | *1.Robert B. Tucker: Driving growth through innovation, Berrett- Koehler Publishers Inc., San Francisco 2008*  *2.Bronwyn H. Hall, Nathan Rosenberg: Economics of innovation, Vol.1, Elsevier 2010,*  *3.Robert D. Atkinson, Stephen Ezell: Innovation economics. The race for global advantage, Yale University Press, 2012.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Innowacyjna organizacja i przedsiębiorca w przestrzeni międzynarodowej*  *wydział: NE*  *kierunek: MSG*  *specjalność: KwPM*  *rok :III* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *International transfer of knowledge and technology to enterprises* | |
| ***Lecture hours:*** | *30 hours (15 lecture, 15 workshop)* | |
| ***Study period:*** | *All year* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *-* | |
| ***Course content:*** | *Knowledge based economy*  *Commercialization of knowledge*  *Knowledge and innovation*  *Knowledge and technology transfer- theoretical issues*  *Knowledge and technology transfer- institutions*  *Cooperation between industry and science* | |
| ***Learning outcomes:*** | *Familiarize students with the issues of knowledge and technology transfer in the economy, as well as with institutions essential in this process. Moreover presenting methods and examples of commercialization of knowledge in enterprises.* | |
| ***Contact person:*** | *Dr Niki Derlukiewicz,* [*niki.derlukiewicz@ue.wroc.pl*](mailto:niki.derlukiewicz@ue.wroc.pl)  *071/ 3680727* | |
| ***Literature:*** | *1. Goel Cohen: Technology transfer. Strategic Management in Developing Countries, Sage Publication, New Delhi, 2004.*  *2. Paul L. Robertson, David Jackobson: Knowledge transfer and Technology Diffusion, Edward Elgar Publishing Limited, United Kingdom, 2011.*  *3. Bronwyn H. Hall, Nathan Rosenberg: Economics of innovation, Vol.2, Elsevier 2010,*  *4.Robert B. Tucker: Driving growth through innovation, Berrett- Koehler Publishers Inc., san Francisco 2008* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Międzynarodowy transfer wiedzy i technologii do przedsiębiorstw*  *wydział: NE*  *kierunek: MSG*  *specjalność: KwPM*  *rok :III* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *Economics of population ageing* | |
| ***Lecture hours:*** | *15 hours of lectures and 15 hours of practice* | |
| ***Study period:*** | *spring semester* | |
| ***Level:*** | *advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *paper to discuss + written exam (test)* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *economics, demography, sociology* | |
| ***Course content:*** | *social and economic determinants and consequences of population ageing* | |
| ***Learning outcomes:*** | *knowledge about the scale of modern demographic change*  *skills: ability to identify social and economical consequences of population ageing*  *competences: application of knowledge about demographic transition to predict changes in the labor market, fiscal outcomes and long run economic growth* | |
| ***Contact person:*** | *Łukasz Jurek, PhD*  *608-220-288* | |
| ***Literature:*** | Ł. Jurek, *Ekonomia starzejącego się społeczeństwa*, Difin, Warszawa 2003  Jackson W. A., *The Political Economy of Population Ageing*, Edward Elgar Publishing Limited, Cheltenham & Northampton, 1998  Clark R., Spengler J*., The economics of individual and population aging,* Cambridge University Press, 1980 | |
| ***Faculty:*** | *all students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *yes: „Ekonomia starzejącego się społeczeństwa”*  *wydział: Wydział Nauk Ekonomicznych*  *kierunek: Ekonomia*  *specjalność: Analityk rynku*  *rok: 3 (zaoczni)* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | **INNOVATING DETERMINANTS OF** **REGIONAL DEVELOPMENT ON THE EXAMPLE OF LOWER SILESIA** | |
| ***Lecture hours:*** | 30 | |
| ***Study period:*** | Spring semester | |
| ***Level:*** | Master/Bachelor studies | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | On mark - final write-up (50%) and project (50%) | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Titles of prior courses whose successful completion is required to enter the course:  To feel comfortable in this class having previously taken a course in undergraduate (Basics of/Introduction to) Economics and/or Regional Policy would be helpful but not to the point of being mandatory.  Student's knowledge and skills required for entry:  1. Good command of English  2. The material in this class will be relatively self-contained. However, if students are behind the curve in terms of basic undergraduate preparation in economics and/or regional policy, it is their responsibility to make up for the basic knowledge on economic issues in regions that will be assumed throughout this class. If such is a case, students are highly encouraged to seek at the course beginning advice from the instructor as to how best to cope with this requirement. | |
| ***Course content:*** | Basic definitions in field of regional and local development. Determinants of competitiveness, attractiveness and innovations of particular regions. Policy of regional and local development. Analysis of endogenous and exogenous determinants of regional development in Lower Silesia. Examples of localization selected investments in Lower Silesia.  Methods: Information lecture with using audiovisual technique (multimedia projector, handouts and slides prepared for classes by an instructor) . | |
| ***Learning outcomes:*** | ***Cognitive goals (Knowledge):***  Cognition of basic terms within Regional Sciences (competitive and complementary theories). Identification of basic factors of regional development and changeability of international relations in their global and regional scope. On the other hand character and attributes of participants (actors) of regional and local innovating systems. Knowledge about principles of functioning of phenomena and processes of contemporary world (globalization, internationalization, regionalization, international order, networking, metropolization). Knowledge about significant plan documents on regional level and the ability of using this information for farer studies. General information about Lower Silesia – opportunities and threats of its development.  ***Skills demonstrated:***  Acquisition of ability of common analyzes of individual phenomena and processes of international character presented within interactive discussion based on presentations of lecturer. Developing and improvement of ability of substantive discussion about important problems of contemporary regional development and asking questions by leaving stereotype opinions and simplifications for critical analyze of each phenomena among other things: in accordance with theories of regional development, elements of international law or history.  ***Affective goals (Attitude):***  In this aspect acquisition by student experience in effective pointing out positive and negative behaviors of regional actors/institutions and analyze of course and results of globalization, internationalization and integration process is one of the most important benefits. Acquaintance of possibilities of overcome international crisis in economic and political aspect on the example of chosen regions (Lower Silesia). | |
| ***Contact person:*** | DrKatarzyna Miszczak Department of Spatial Economy and Self-governed Administration  Phone: +48 071 36 80 621  E-mail: katarzyna.miszczak@ue.wroc.pl | |
| ***Literature:*** | 1. Recent Advances in Urban and Regional Studies, ed. R. Domański, KPZK PAN, vol. XII.  2. Spatial Aspects of Entrepreneurship, KPZK PAN, vol. XII.  3. M.E. Porter, The Competitive Advantage of Nations, MacMillan, London 1990.  4. Regions, Globalization, and the Knowledge-Based Economy, ed. J.H. Dunning, Oxford University Press, New York 2000.  5. Incentives and Foreign Direct Investment, UNCTAD/DTCI/28, New York and Geneva 1996.  6. S. Barios, H. Goerg, E. Strobl, Multinationals’ Location Choice, Agglomeration Economies and Public Incentives, Research Paper Series, Internalization of Economic Policy, the University of Nottingham 33/2002.  7. J.H. Dunning, The Globalization of Business. The Challenge of the 1990s, Routledge, London and New York 1993.  8. World Investment Report 2003, FDI Policies for Development: National and International Perspectives, UN-UNCTAD, New York and Geneva 2003 | |
| ***Faculty:*** | *All* | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* | Przedmiot podejmuje zagadnienia pozostające w kręgu zainteresowań Międzynarodowej Gospodarki Przestrzennej |

|  |  |
| --- | --- |
| ***Title:*** | **INTERNATIONALIZATION OF NETWORK ECONOMY** |
| ***Lecture hours:*** | 15 |
| ***Study period:*** | Fall semester |
| ***Level:*** | Master/Bachelor studies |
| ***Location:*** | Wrocław |
| ***Examination:*** | On mark- final write-up (50%) and case study (50%) |
| ***Language:*** | English |
| ***Prerequisites:*** | Titles of prior courses whose successful completion is required to enter the course:  To feel comfortable in this class having previously taken a course in undergraduate (Basics of/Introduction to) Economic Policy and/or Political and Economic Geography would be helpful but not to the point of being mandatory.  Student's knowledge and skills required for entry:  1. Good command of English  2. The material in this class will be relatively self-contained. However, if students are behind the curve in terms of basic undergraduate preparation in Political and Economic Geography and/or Economic Policy, it is their responsibility to make up for the basic knowledge on network economy in international territorial units that will be assumed throughout this class. If such is a case, students are highly encouraged to seek at the course beginning advice from the instructor as to how best to cope with this requirement. |
| ***Course content:*** | The purpose of the lecture is presentation problems of network economy`s functioning on all three-dimensional (spatial) levels, it means from enterprise and city for multinational corporations and global economy. There are identified sources of new relations` creation in spatial economic development on background of modern trends and processes occurring in world economy (for example globalization). Then it is performed characteristic of directions, scale and structure of transformations caused by horizontal network connections. Topics:  1. Basic features and trends in world economy. Globalization, internationalization, regionalization.  2. Identification of sources and reasons of creation new relations in world-wide economy (clusters' conception - notion and forms of spatial economic networks).  3. Periodicity and corrugating of modern economy in context of economic growth's theory of W. Rostow, J. Schumpeter and N.D. Kondratiew.  4. Process of innovations' diffusion and its influence on networks' development.  5. New rules of new economy as example of paradigms' evolution of space's social and economic development.  6. Models of fordizm and toyotizm.  7. Features of economy based on knowledge and network society, their modern meanings and conditions of efficiency.  8. Concepts of National and Regional Innovative Systems.  9. Creative metropolises as knots in international economic networks.  Methods: Information lecture with using audiovisual technique (multimedia projector, handouts and slides prepared for classes by an instructor) . |
| ***Learning outcomes:*** | ***Cognitive goals (Knowledge):***  Cognition of basic terms within science of international relations (competitive and complementary theories of world policy), their global and regional scope. Identification of basic determinants of network economy’s development and changeability of these factors. Character and attributes of participants (actors) of learning economy. Knowledge about principles of effective analysis of directions, dynamics and stages of processes of internationalization of network economy.  ***Skills demonstrated:***  Acquisition of ability of common analyzes of individual phenomena and processes occurring in the network economy presented within interactive discussion based on presentations of lecturer. Developing and improvement of ability of substantive discussion about important problems of contemporary global economy and asking questions by leaving stereotype opinions and simplifications for critical analyze of each phenomena among other things: in accordance with the models of network economy.  ***Affective goals (Attitude):***  In this aspect acquisition by student experience in effective pointing out stimulants and barriers of financial, administrative, advertising and management support of network economy’s development. Analyze of course and results of globalization, internationalization, integration and networking processes. Acquaintance of possibilities of intensification of functioning of spatial economic networks. |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | **INTRODUCTION TO EUROPEAN SPATIAL ECONOMY** | |
| ***Lecture hours:*** | 15 | |
| ***Study period:*** | Fall semester | |
| ***Level:*** | Master/Bachelor studies | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | On mark (end-of-module case study write-ups and/or presentations) | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Listeners should have basic knowledge of economics, particularly international economic relations and spatial economy. Ability of correct interpretation of economic phenomena and utilization of basic theoretical knowledge in practice. Ability of executing of observations and analyses of basic economic processes occurring in the modern world.Ability of determining of directions of personal evolution and learning. Competence in teamwork. | |
| ***Course content:*** | 1. Basic terms: space, spatial policy, spatial planning , spatial development  2. Significance of spatial policy in economic policy of state  3. Determinants of spatial policy and its instruments  4. Concepts of spatial development in European Union  5. NUTS classification  6. Subject and object of spatial policy  7. Spatial development disparities in Europe  8. European Spatial Development Perspective  9. Elements of procedure of spatial planning  10. Kinds of spatial development plans  11. Harmonization of spatial development in local, regional, national and international scale | |
| ***Learning outcomes:*** | ***Cognitive goals (Knowledge):***  Student defines spatial economy. Student is able to characterize main kinds of activities occurring in spatial economy. Student defines spatial policy and describes subjects of spatial policy, as well as student presents the most important tasks of spatial policy. Student mentions and abstracts the instruments of spatial policy. Student explains term of spatial planning.  Student systematizes and presents theories of regional development with some elements of periodic approach of the most important assumptions. Student describes spatial planning system in Poland and in other European Union’s countries. Student distinguishes documents defining spatial policy from documents presenting the instruments of spatial policy.  Student defines the term “city” according to different authors and presents chosen views concerning specify of urban economy. Student discusses fundamental features and functions of city, as well as he/she is able to explain terminological dilemma concerning clash of terms agglomeration, conurbation, metropolitan area, metropolis.  ***Skills demonstrated:***  Student is able to compare planning documents presenting base of construction and investment activity.  Student is able to evaluate system solutions functioning in Poland, as well as in European Union in range of spatial economy.  Student analyzes city as specific and simultaneously the most important social and economic form organizing space. Student is able to pay attention on the city as integrity. Student identifies important limitations and realities of modern cities.  ***Affective goals (Attitude):***  Student communicates with the surrounding environment (group, promoter, representatives of self-governed administration) in proper way.  Student is able to work independently and in group, accepting various corporate roles. Student willfully accepts and demonstrates liability for tasks for commission him/her.  Student correctly identifies and resolves social - economic and political problems connected with functioning of modern economy. | |
| ***Contact person:*** | DrKatarzyna Miszczak  Department of Spatial Economy and Self-governed Administration  Phone: +48 071 36 80 621  E-mail: katarzyna.miszczak@ue.wroc.pl | |
| ***Literature:*** | 1. *International spatial economy – chosen aspects.* Eds. S. Korenik, O. Özbek, published by Wrocław University of Economics, Wrocław 2012  2. *International aspects of spatial economy.* Eds. K. Miszczak, S. Korenik, Studia Regionalia KPZK PAN Vol.32, Publishing office: Polish Academy of Sciences Committee for Space Economy and Regional Planning, Warsaw 2011  3. K. Miszczak: *Some remarks on economic base of urban settlements in metropolitan areas of Poland*. *EUROPEAN SPATIAL RESEARCH AND POLICY* Volume 15 Number 1/2008, Editor Tadeusz Marszał, Publishers: University of Łódź-Poland, University of Groningen-the Netherlands, Comenius University-Slovakia, Federal Office for Building and Regional Planning-Bonn,Germany, Łódź 2008, pp. 53-63  4. M. Fujita, P.R. Krugman, A. J. Venables: *The Spatial Economy: Cities, Regions and International Trade.* The MIT Press, Cambridge, MA, 2001  5. K. Miszczak: *The spatial development in Poland in the context of global challenges*. – The Journal of Social and Economic Research (SU IIBF), Publishing Office: The Faculty of Economics and Administrative Sciences, Volume 14, Issue 20, Selcuk University, Konya Turkey 2010, pp. 587-600  6. *Some Aspects of Spatial Economy.* S. Korenik (ed.) Studia Regionalia KPZK PAN Vol. 25, Publishing office: Polish Academy of Sciences Committee for Space Economy and Regional Planning, Warszawa 2009  7. K. Pallagst: *European Spatial Planning Reloaded.* European Planning Studies, vol. 14, no. 2, 2006  8. *The Development of Polish Social and Economic Space at the Beginning of the 21st Century (Chosen Aspects)*. S. Korenik (ed.) Studia Regionalia KPZK PAN Vol. 17, Publishing office: Polish Academy of Sciences Committee for Space Economy and Regional Planning, Warszawa 2006  9. *European Spatial Development Perspective. Towards Balanced and Sustainable Development of the Territory of the European Union*, European Commission, Potsdam 1999 | |
| ***Faculty:*** | All students | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | no | *tak - nazwa przedmiotu:* Wprowadzenie do europejskiej gospodarki przestrzennej  *wydział:* Nauk Ekonomicznych  *kierunek:* Miedzynarodowe Stosunki Gospodarcze |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | **NETWORK ECONOMY IN EUROPEAN SPACE** | |
| ***Lecture hours:*** | 30 | |
| ***Study period:*** | Fall semester | |
| ***Level:*** | Master/Bachelor studies | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | On mark (end-of-module case study write-ups and/or presentations) | |
| ***Language:*** | English | |
| ***Prerequisites:*** |  | |
| ***Course content:*** | Basic knowledge of economics, particularly international economic relations and spatial economy. Ability of correct interpretation of economic phenomena and utilization of basic theoretical knowledge in practice. Ability of executing of observations and analyses of basic economic processes occurring in the modern world.Ability of determining of directions of personal evolution and learning. Competence in teamwork. | |
| ***Learning outcomes:*** | ***Cognitive goals (Knowledge):***  Student names and defines main kinds of horizontal connections in modern economy. Student distinguishes features of network economy and occurring trends like globalization, internationalization and regionalization.  Student indicates European metropolises as hubs of international networks. Student is also able to describe the role of human capital and creative industries in network economy.  Student characterizes paradigms' evolution of European space. Student explains specificity process of innovations' diffusion and its influence on the networks' development in Europe.  *Skills demonstrated:*  Student is able to draw conclusions on the basis of statements.  Student compares various assumptions of economic growth's theories by W. Rostow, J. Schumpeter and N.D. Kondratiew. Student deduces proper conclusions in networking processes approach.  Student proposes the best solutions in creation of cluster and effective implementation of actions in network innovative milieu.  ***Affective goals (Attitude):***  Student communicates with the surrounding environment (group, promoter, representatives of self-governed administration) in proper way.  Student is able to work independently and in group, accepting various corporate roles. Student willfully accepts and demonstrates liability for tasks for commission him/her.  Student correctly identifies and resolves social - economic and political problems connected with functioning of modern network economy. | |
| ***Contact person:*** | DrKatarzyna Miszczak  Department of Spatial Economy and Self-governed Administration  Phone: +48 071 36 80 621  E-mail: katarzyna.miszczak@ue.wroc.pl | |
| ***Literature:*** | 1.K. Miszczak: *Spatial Economic Networks.* In: *International spatial economy – chosen aspects.* S. Korenik, O. Ozbek (eds.), Wroclaw University of Economics Publishing House, Wroclaw 2011  2. K. Miszczak: *Internationalization of net economy (chosen aspects)*. B. Filipiak, K. Wilk (eds.), Studia Regionalia Volume 19, Polish Academy of Sciences Committee for Space Economy and Regional Planning Publishing House, Warsaw 2007, pp. 79-88  3. K. Miszczak: *Learning economy in Lithuania, Lower Bavaria and Lower Silesia (chosen aspects)* - Studia Regionalia Volume 28 “Spatial Economy – Contemporary Determinants, Trends and Tendencies” Red. S. Korenik i Miloslav Šašek, Wyd. Polish Academy of Sciences Committee for Spatial Economy and Regional Planning, Warszawa 2010, pp. 57-68  4. *International aspects of spatial economy.* K.Miszczak, S. Korenik (eds.), Studia Regionalia Volume 32, Polish Academy of Sciences Committee for Space Economy and Regional Planning Publishing House, Warsaw 2011  5. K. Miszczak: *Human capital in spatial economy* – “Some Aspects of Spatial Economy” ed. S. Korenika, Studia Regionalia Volume 25, Polish Academy of Sciences Committee for Space Economy and Regional Planning, Warsaw 2009, pp. 91-97  6. Å.E. Andersson, D.F. Batten, B. Johansson, P. Nijkamp: *Advances in Spatial Theory and Dynamics*. Studies in Regional Science and Urban Economics nr 20, Elsevier Science Publishers B.V. North-Holland-Amsterdam 1989  7. M. Fujita, P.R. Krugman, A. J. Venables: *The Spatial Economy: Cities, Regions and International Trade.* The MIT Press Publishing House, Cambridge, MA, 2001 | |
| ***Faculty:*** | All students | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | No | *tak - nazwa przedmiotu:* Gospodarka sieciowa w przestrzeni europejskiej  *wydział:* Nauk Ekonomicznych  *kierunek:* Miedzynarodowe Stosunki Gospodarcze |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | **SPATIAL PLANNING** | |
| ***Lecture hours:*** | 30 | |
| ***Study period:*** | Spring semester | |
| ***Level:*** | Master/Bachelor studies | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | On mark (end-of-module case study write-ups and/or presentations) | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Listeners must have knowledge of subjects: basis of microeconomics and macroeconomics and basis of spatial economy. | |
| ***Course content:*** | 1. Principles of farming and management space and stocks.  2. Spatial planning - general notions and basic informations of spatial planning, purpose, range.  3. Act on Spatial Planning and Management - basic definitions, range.  4. Spatial planning on national grade - general characteristic.  5. Spatial planning in voivodship - general characteristic.  6. Spatial planning and development in commune.  7. Study of local conditions affecting local planning and perspectives for spatial development - notion and character, content and procedure of creation.  8. Local land-use plan - notion and character, content and procedure of creation.  9. Legal effects of adoption of a land-use plan.  10. Questions of environmental protection with reference to land-use plans.  11. Decision of condition of building and developing of field.  12. Localization of investment of public purpose.  Methods: Information lecture with using audiovisual technique (multimedia projector, handouts and slides prepared for classes by an instructor) .  Activating methods: cases method, brain storm method, situation method.  Practical methods: projects method, simulation, evaluation, benchmarking. | |
| ***Learning outcomes:*** | ***Cognitive goals (Knowledge):***  Cognition of basic terms within science of spatial economy (competitive and complementary theories of world policy). Identification of specific conditions affecting local planning and perspectives for spatial development - notion and character, content and procedure of creation. Character and attributes of subjects of spatial planning. Knowledge about principles of farming and management space in territorial units on each level.  ***Skills demonstrated:***  Acquisition of ability of common analyzes of individual phenomena and processes occurring in spatial economy presented within interactive discussion based on presentations of lecturer. Developing and improvement of ability of substantive discussion about important problems of creation of land-use plans and asking questions by leaving stereotype opinions and simplifications for critical analyze of each phenomena among other things: in accordance with various concepts of creation of plan documents.  ***Affective goals (Attitude):***  In this aspect acquisition by student experience in effective pointing out opportunities and threats of creation of the land-use plans in various states. Analyze of procedures of creation of plan documents and legal effects of their adoption in conditions of functioning communes and voivodships. | |
| ***Contact person:*** | DrKatarzyna Miszczak  Department of Spatial Economy and Self-governed Administration  Phone: +48 071 36 80 621  E-mail: katarzyna.miszczak@ue.wroc.pl | |
| ***Literature:*** | 1. Abler R., Adams J.S., Gould P., Spatial organization. The geographer’s view of the world. Prentice-Hall, INC, Englewood Cliff, New Jersey 1971.  2. Hall P., Urban and regional planning - 2nd ed. – Harmondsworth, Penguin Books, 1982.  3. Buckingham-Hatfield S., Evan B., Environmental planning and sustainability – Chichester, J. Wiley, 1996.  4. Barnes W.R., Ledebur L.C., The new regional economics. SAGE Publication, London 1998.  5. Fujita M., Krugman P., Venables A.J., The spatial economy: Cities, Regions, and international trade. The MIT Press, Cambridge Mass 1999.  6. Domański R., Gospodarka przestrzenna. Podstawy teoretyczne. PWN, Warszawa 2007.  7. Podstawy gospodarki przestrzennej - wybrane aspekty, red. S. Korenik, J. Słodczyk, Wydawnictwo Akademii Ekonomicznej im. Oskara Langego we Wrocławiu, Wrocław 2005.  8. Niewiadomski Z., Planowanie przestrzenne. Zarys systemu. Wydawnictwo Prawnicze LexisNexis, Warszawa 2004.  9. Szwajdler W., Bąkowski T., Proces inwestycyjno-budowlany. Zagadnienia administracyjno-prawne. Toruń 2004. | |
| ***Faculty:*** | All students | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | no | Przedmiot podejmuje zagadnienia pozostające w kręgu zainteresowań Międzynarodowej Gospodarki Przestrzennej i został zatwierdzony przez Radę Wydziału Nauk Ekonomicznych |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | REGIONALISM AND REGIONAL COOPERATION | |
| ***Lecture hours:*** | 30 hours (15 hours lectures + 15 hours of workshop) | |
| ***Study period:*** | Spring | |
| ***Level:*** | Basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Attendance, participation and short presentation will be required. | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge in economics. | |
| ***Course content:*** | 1. Globalization and regional cooperation 2. The roots and dynamics of regionalism    1. Defining a region    2. Political factors driving regionalism    3. Economic factors driving regionalism    4. Two waves of regionalism 3. Developing relations between intergovernmental and nongovernmental organizations within regional aspects 4. What kind of regionalism? The ideas of regional cooperation in different parts of the world 5. Europe’s regional organizations    1. The North Atlantic Treaty Organization    2. The Organization for Security and Cooperation in Europe    3. The European Union    4. The Commonwealth of Independent States and the Collective Security Treaty Organization    5. Other examples 6. Regional organizations in the Americas 7. Asia’s regional organizations 8. Africa’s regional organizations 9. Regional organizations in the Middle East | |
| ***Learning outcomes:*** | Students will be able to explain what sort of factors drive regionalism and describe various regional organizations operating in different parts of the world. | |
| ***Contact person:*** | dr Joanna Kenc, jkenc@wp.pl | |
| ***Literature:*** | 1. M. P. Karns, K. A. Mingst, International Organizations. The politics and processes of global governance, Lynne Rienner Publishers Inc., London 2010. 2. J. Ravenhill, APEC and the Construction of Pacific Rim Regionalism, Cambridge University Press, Cambridge 2001. 3. A. Amitav, A. I. Johnston, Crafting Cooperation: Regional International Institutions in Comparative Perspective, Cambridge University Press, Cambridge 2007. 4. Z. Sabic, Ł. Fijałkowski, A. Bojinovic Fenko, Global impact of regional international organizations – issues of regionalism and regional integration, Wyd. Adam Marszałek, Toruń 2009. 5. Leonard D., The Economist guide to the European Union, Profile Books Ltd, London 2003. | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | **European Integration** | |
| ***Lecture hours:*** | 30 hours (lectures) | |
| ***Study period:*** | Winter or spring | |
| ***Level:*** | Beginners | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Multiple choice test | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge in economics | |
| ***Course content:*** | 1. Origins and history of European integration process  2. Theories and concepts of European integration (political and economic)  3. Develoment of the European Communities and European Union; stages of economic integration  4. Institutional structure and decision making processes in the EU  5. Creation and basis of the Single European Market  6. The EU's Foreign, Security, and Defence Policies; European Union External Relations  7. Justice and home affairs  8. Regional Policy of the European Union  9. Finances of the European Union: budget, revenues and expenditures, evolution of the budget, financial perspectives  10. The Common Agricultural Policy  11.Economic and Monetary Union  12. Diversity and variety in the European Union. Groups of interests in the EU  13. Enlargement: yes or no? How? - Debate | |
| ***Learning outcomes:*** | Participants of this lecture will gain knowledge about functioning of European Union, its institutions and decision making process in the European Union. Students will be able to assess current initiatives of EU institutions and their effectiveness. They will also understand ideas of particular EU policies and will be able to analyze them and evaluate. | |
| ***Contact person:*** | Dr Łukasz Olipra, lukasz.olipra@ue.wroc.pl | |
| ***Literature:*** | 1. European Union Politics, Third Edition, Edited by Michelle Cini and Nieves Perez-Solorzano Borragan, Oxford University Press 2009; 2. The European Union. How does it work? Second Edition, Edited by E. Bomberg, J. Peterson and A. Stubb, Oxford University Press 2009; 3. Economics of the European Union, Fourth Edition, Michael Artis, Federic Nixson, Oxford University Press 2007 | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | Tak | przedmiot: Integracja Europejska  wydział: Nauk Ekonomicznych  kierunek: wszystkie kierunki  specjalność: wszystkie specjalności  rok: I |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | **International Air Transport** | |
| ***Lecture hours:*** | 15 hours | |
| ***Study period:*** | Winter or spring | |
| ***Level:*** | Beginners | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | 50% - essay; 50% - participation in the lecture and presentation | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge in economics | |
| ***Course content:*** | 1. Legal and regulatory framework of international air transport market;  2. Economics of air transport market - basic notions, divisions and entities;  3. Supply on the air transport market (taking into consideration kinds of airplanes and main producers of airplanes in the world);  4. Demand on the air transport market and methods of forecasting  5. Selected aspects of carriers’ economics; measures and methods of carriers’ effectiveness improvement  6. Network and charter carriers – general aspects of functioning  7. Low cost airlines on the background of network carriers – basis and rules of functioning  8. Economics and finances of airports  9. Basis of Air Traffic Management  10. Liberalization of the European air transport market and its results  11. The impact of air transport on the economy – chosen aspects  12. New tendencies in the world air transport; impact of globalization and liberalization. | |
| ***Learning outcomes:*** | The aim of this course is to acquire knowledge about the legal and economic basis of international air transport, particularly European. Participants should be able to answer the question after the course, what is liberalization in the air transport, whether there is or not single market in air transport in the EU. They should be able to assess current situation and indicate new trends and tendencies in the world air transport market. | |
| ***Contact person:*** | Dr Łukasz Olipra, lukasz.olipra@ue.wroc.pl | |
| ***Literature:*** | 1.. Doganis R., The Airline Business in the 21st Century, Routledge, London, New York 2006  2. Vasigh B., K. Fleming, T. Tacker, Introduction to Air Transport Economics. From Theory to Applications, Ashgate, Aldershot 2008  3. D. L. Rhoades, Evolution of International Aviation. Phoenix Rising, Ashgate, Aldershot 2008.  4. J. Balfour, European Community Air Law, Butterworths, London 1995**.** | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | **International Comparative Economics** | |
| ***Lecture hours:*** | 30 hours (lectures and worshops) | |
| ***Study period:*** | Winter or spring | |
| ***Level:*** | Beginners | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | 50% - essay; 50% - activeness during classes | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge in Economics and general knowledge about international diversity in economic and social development of countries | |
| ***Course content:*** | **Part one:**   1. Foundation of the international comparative economics; 2. Basis of the institutional economics: concept of institution, varieties and factors influencing institutions 3. Economic system of the state – theories, general information, types, varieties and factors influencing and shaping economic systems in a contemporary world 4. Examples of different economic systems in a contemporary world – case studies of UK, Germany, France, Ireland, China, Russia, USA, emerging economies in the South-East Asia and Poland   **Part two:**   1. Methodology and methods of international economic assessment and comparisons; 2. Examples of the international rankings and ratings (structure, content and methodology of rankings):World Competitiveness Yearbook of IMD, Global Competitiveness Report of World Economic Forum, Index of Economic Freedom (Global Economic Freedom), Corruption Perception Index (CPI), Human Development Index (HDI), Ease of Doing Business Index (of World Bank), Foreign Direct Investment Index (FDII), Opacity Index, Globalization Index;   **Part three:**   1. Assessment of particular economic systems on the basis of different rankings; 2. Student’s presentations of research projects | |
| ***Learning outcomes:*** | The aim of this course is to acquire knowledge about basis of international comparative economics and studies, methods of international comparisons of countries and economic systems. Rankings, ratings, organizations preparing such rankings and sources of data, economic systems in the countries across the world will be presented. Participants should be able to compare countries independently according to criteria specified by themselves. Participants should be able to search comparable date in the international databases, distinguish types of economic systems across the world and compare them on base of ranking presented during the lecture. | |
| ***Contact person:*** | Dr Łukasz Olipra, lukasz.olipra@ue.wroc.pl  Dr Iwo Augustyński, iwo.augustynski@ue.wroc.pl | |
| ***Literature:*** | 1. International comparisons of socio-economic consequences of transition processes in Central-East European countries : proceedings of the 9th Polish-Slovak-Ukrainian scienitific seminar, Krynica, 6-8 November 2002 / ed. Józef Pociecha. - Kraków : Wydział Zarządzania AE, 2003. 2. Economic Systems Research : journal of the International Input-Output Association. - Abingdon : Carfax Publishing Company, 1991-2001. Selected Articles 3. P. Tridico, Institutions, Human Development and Economic Growth in Transition Economies, Palgrave Macmillan, 2011. 4. Websites of international institutions, publishing world rankings | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | ***tak*** *- nazwa przedmiotu: Międzynarodowe Porównania Gospodarcze*  *wydział: Nauk Ekonomicznych*  *kierunek: Międzynarodowe Stosunki Gospodarcze / Stosunki Międzynarodowe*  *specjalność: wszystkie specjalności*  *rok: III* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | **Consumers protection and education in modern market economy**  **(Polish and EU aspects)** | |
| ***Lecture hours:*** | 15 (or 30 if it would be possible) hours of workshop | |
| ***Study period:*** | summer (or winter) | |
| ***Level:*** | Basic level | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Attendance and test (or presentation) written in English | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge concerning EU law and integration | |
| ***Course content:*** | Lectures, discussion and case study concerning: 1. Consumer rights (mainly the right to obtain the proper information) and policies in Poland and EU; 2. Consumer education; 3. Legal aspects of chosen consumer transactions (eg. consumer purchase, distant (mainly e-) transactions, financial and tourist services, timesharing) | |
| ***Learning outcomes:*** | To educate students how to become concerned consumers, who have the proper knowledge, concerning mainly their consumer rights and know how to use it in practice when playing their role on the market scene | |
| ***Contact person:*** | Mgr Katarzyna Poroś; [katarzyna.poros@ue.wroc.pl](mailto:katarzyna.poros@ue.wroc.pl); tel.713680235 (or 233) | |
| ***Literature:*** | 1. Lowe R.E., Malouf Ch.A., Jacobson A.R.: „Consumer Education and Economics”, Glencoe/McGraw-Hill 2006;  2. Howells G., Wetherill S.: „Consumer Protection Law”, Ashgate 2005;  3. „Promoting Consumer Education. Trends, Policies and Good Practices”, OECD Publishing 2009. | |
| ***Faculty:*** | all | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | no |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ***Title:*** | ***The Cultural Environment of International Business*** | | |
| ***Lecture hours:*** | *30 h (interactive lecture)* | |  |
| ***Study period:*** | *Winter or spring semester* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Group project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *None* | | |
| ***Course content:*** | 1. *Conception of culture*  * *Definitions* * *Dimensions of culture* * *Main characteristics*  1. *Elements of culture*  * *Verbal Language* * *Body language* * *Religion* * *Walues and customs* * *Symbols*  1. *International business*  * *Conception and areas of international business*  1. *International business orientations* 2. *Main cultural orientations* 3. *Cultural environment of marketing*  * *Standardization or adaptation?* * *Marketing research in intercultural environment*  1. *Cultural environment of management*  * *Different management styles*  1. *Cultural environment of negotiations*  * *Profiles of negotiators from different cultures* | | |
| ***Learning outcomes:*** | *The module will allow students to develop their understanding of cultural aspects of international business. Students will find out about main cultural orientations, different negotiation styles, management styles, etc. After completing the module students should achieve competence to work within international business environment.* | | |
| ***Contact person:*** | *Aleksandra Kuźmińska-Haberla, Katedra MSG, email:* [*aleksandra.kuzminska@ae.wroc.pl*](mailto:aleksandra.kuzminska@ae.wroc.pl); 691 375 779; *Marcin Haberla, email:* [*marcin.haberla@ue.wroc.pl*](mailto:marcin.haberla@ue.wroc.pl) | | |
| ***Literature:*** | 1. Deresky H., *International Management: Managing Across Borders and Cultures*, Prentice Hall, Upper Saddle River, New Jersey 2000. 2. Ferraro G.P., *The Cultural Dimension of International Business,* Prentice Hall, Upper Saddle River, New Jersey 2002. 3. Gesteland R.R., *Cross – Cultural Business Behavior. Marketing Negotiating and Managing Across Cultures*, Copenhagen Business School Press, Copenhagen 2001. 4. Hofstede G., *Cultures and Organizations. Intercultural Cooperation and Its Importance for Survival. Software of the Mind*, HarpersCollinsPublishers, 1994. 5. Katz L., *Negotiating International Business: The Negotiator’s Reference Guide to 50 Countries Around the World*, Lothar Katz, 2006. | | |
| ***Faculty:*** | *All students* | | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak* | *Kulturowe uwarunkowania biznesu międzynarodowego*  *Wydział: NE*  *kierunek: MSG*  *specjalność: BM, MGP, ZPiFS*  *rok: I MSU* | |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *Public International Law* | |
| ***Lecture hours:*** | *30h of lectures* | |
| ***Study period:*** | *Summer semester* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Written exam, to pass the exam student have to know at least 50% of material* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *none* | |
| ***Course content:*** | 1. *Introduction to the system of international law* 2. *Relation between international and domestic law* 3. *Sources of international law* 4. *Subjects of international law* 5. *The recognition of States and governments* 6. *The creation and extinction of States* 7. *Diplomatic and consular law* 8. *Individuals – nationality* 9. *Individuals – human rights* 10. *Law of treaties – introduction* 11. *Law of treaties – concluding treaty* 12. *Law of treaties – reservations and objections* 13. *Peaceful settlement of disputes* 14. *UN system* | |
| ***Learning outcomes:*** | *Knowledge of:*   * *structure of the international law* * *subjects of the international law* * *law of treaties* * *diplomatic and consular law* * *human rights framework* * *peace and security framework in the international law*   *Ability:*   * *to analyze and describe in legal terms relations between subjects of international law* * *of taking into account international law in process of application of domestic and EU law*   *Competence to critical view on legal argumentation in domestic and international context* | |
| ***Contact person:*** | *Michał Stępień,* [michal.stepien@ue.wroc.pl](mailto:michal.stepien@ue.wroc.pl)*, 71 3680-233* | |
| ***Literature:*** | *Public International Law – Documents & materials, free ebook available at* [www.bezda.com/materials.pdf](http://www.bezda.com/materials.pdf)  *A. Aust, Handbook of International Law, Cambridge University Press* | |
| ***Faculty:*** | *all* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie albo* | *tak - nazwa przedmiotu: Public International Law*  *wydział: NE*  *kierunek: MSG*  *specjalność:*  *rok: I, II* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *Legal framework of bussiness* | |
| ***Lecture hours:*** | *15h of lectures, 15h of classes* | |
| ***Study period:*** | *Summer semester* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Written exam, to pass the exam student have to know at least 50% of material* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *none* | |
| ***Course content:*** | 1. *Introduction to civil law (L)* 2. *Subjects of civil and commercial law (L)* 3. *Legal actions and preconditions of their nullity, power of attorney (L)* 4. *Concluding of contracts (C)* 5. *Civil obligations – shaping, creation, termination and responsibility (C)* 6. *Contracts of sale and cession (C)* 7. *Contracts of lease and leasing (C)* 8. *Contracts of providing services (C)* 9. *Partnerships (C)* 10. *Companies (C)* 11. *Jurisdiction in civil and commercial matters (L)* 12. *Law applicable to contracts in international context (L)* | |
| ***Learning outcomes:*** | *Knowledge:*   * *on subjects of civil and commercial law* * *on legal actions (also on their nullity) and power of attorney treaties* * *how to conclude contracts and shape, create and terminate civil obligations* * *on civil responsibility* * *about particular types of contracts like: contracts of sale, cession, contract of lease, contracts of leasing, contracts of providing services* * *on partherships and companies* * *on private international law*   *Ability:*   * *to find out relevant provisions of law related to providing bussiness activity* * *of using basic institutions of law related to providing bussiness activity*   *Competence to appreciation of legalism in providing bussiness activity* | |
| ***Contact person:*** | *Michał Stępień,* [michal.stepien@ue.wroc.pl](mailto:michal.stepien@ue.wroc.pl)*, Katarzyna Poroś,* [katarzyna.poros@ue.wroc.pl](mailto:katarzyna.poros@ue.wroc.pl)*, 71 3680-233* | |
| ***Literature:*** | *Introduction to Law, J. Jabłońska-Bońca, Warszawa 2008*  *Handbook of Polish Law, W. Dajczak, A.J. Szwarc, P. Wiliński, Warszawa 2011*  *Private International Law, J. Fawcett, J.M. Carruthers, Oxford 2008* | |
| ***Faculty:*** | *all* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie albo* | *tak - nazwa przedmiotu: Civil and Commercial Law*  *wydział: ZIF*  *kierunek: Zarządzanie*  *specjalność: Bussiness Administration*  *rok: II, II stop.* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | ***Health Economics*** | |
| ***Lecture hours:*** | *20* | |
| ***Study period:*** | *Winter or Spring* | |
| ***Level:*** | *intermediate* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Attendance, Active Participation and Essay/Presentation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Public Finance, Macroeconomics, Microeconomics* | |
| ***Course content:*** | 1. What is health economics? Basic economic tools in health economics (microeconomics, macroeconomics, statistical); 2. Definition of health. The conception of fields of health. Expenditures on health. 3. Key players in the health care sector: patients, insurers, hospital, physicians, pharmaceutical firms, government; 4. Utility of health. A model of demand and supply for health care services, organization and functioning of health care market, market’s imperfections, the role of government in market regulation; 5. Coverage for health care services, health care financing models (incomes, outcomes, flow of funds); 6. Problems of health care systems: growing spending, budget constraints lack of coverage, underinsurance, rationing, universal coverage 7. Medical care systems worldwide – international comparison, examples of healthcare systems (Germany, France, USA, Switzerland, United Kingdom, Poland) | |
| ***Learning outcomes:*** | Students should:   1. be able to apply microeconomic and macroeconomic tools related to the production and distribution of health care services, understand the imperfections of healthcare market and the role of economic incentives and regulations, be able to analyze the economic aspects of medical care policy issues and reform proposals 2. understand the construction of health care system, know and analyze incomes and outcomes of the system and flow of funds between its elements, be aware of basic health care systems models worldwide 3. have a global perspective and a broad understanding of institutional changes going on currently in the health care system | |
| ***Contact person:*** | *Dr Agnieszka Bem*  [*agnieszka.bem@ue.wroc.pl*](mailto:agnieszka.bem@ue.wroc.pl)*;* [*bemagnieszka@gmail.com*](mailto:bemagnieszka@gmail.com) | |
| ***Literature:*** | 1. Charles E. Phelps *“Health economics”.* 2. Thomas Getzen, *“Health Economics and Financing”* 3. James W. Henderson *“Health economics and Policy”* 4. Sherman Folland,  Allen C. Goodman, Miron Stano *„Economics of Health and Health Care”*. Prentice Hall, 2010 | |
| ***Faculty:*** | *Finance, Management, Social Science* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | Monetary Policy | |
| ***Lecture hours:*** | 15 hrs | |
| ***Study period:*** | Spring | |
| ***Level:*** | Intermediate | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Short presentation | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Macroeconomics | |
| ***Course content:*** | 1. Introduction to monetary policy 2. Money supply 3. Money demand 4. IS-LM model 5. Monetary policy instruments 6. Monetary policy objectives and the channels of monetary transmission 7. Money supply and exchange rate targeting 8. Direct inflation targeting strategy 9. Entering the Eurozone 10. Monetary policy in the time of financial crisis | |
| ***Learning outcomes:*** | After completing the course, the students will understand the rules of contemporary monetary policymaking process. The influence of Central Bank’s actions on financial markets and overall economy will be discussed. The course is especially recommended for future market analysts and financial advisors. | |
| ***Contact person:*** | dr Radosław Kurach  [radosław.kurach@ue.wroc.pl](mailto:radosław.kurach@ue.wroc.pl) | |
| ***Literature:*** | 1. Mankiw N. G., Taylor M. P (2008)., Economics, South-Western Cengage Learning.  2. Mishkin F. (2003), The Economics of Money, Banking, and Financial Markets (7th ed.), Addison Wesley.  Internet resources will be also provided. | |
| ***Faculty:*** | All | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | nie |  |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | Principles of macroeconomics | |
| ***Lecture hours:*** | 20 hrs – lectures, 30 hrs - classes | |
| ***Study period:*** | Fall | |
| ***Level:*** | Basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | True/false test, problems and applications tasks | |
| ***Language:*** | English | |
| ***Prerequisites:*** | none | |
| ***Course content:*** | “Principles of macroeconomics” is an alternative for the course  “Makroekonomia” (Ekonomia II), which is compulsory for most of the first year students of Management, Computer Science and Finance Faculty.   1. Introduction to macroeconomics 2. Measuring the economy (SNA definitions) 3. Some important facts from the modern macroeconomic theory 4. IS-LM model and the effects of monetary and fiscal policy 5. AD-AS model 6. Phillips curve and the inflation expectations 7. Open economy – balance of payments, fixed and floating exchange rate regime 8. Labour market 9. Price stability 10. Selected topics in contemporary macroeconomics (Optimum currency areas, macroprudential policy) | |
| ***Learning outcomes:*** | After completing the course, the students will be able to interpret some basic macroeconomic data and draw conclusions about the most possible tendencies in the future economic activity. The graduates of “Principles of macroeconomics” will also understand how the monetary and fiscal policies may affect the business cycle. | |
| ***Contact person:*** | dr Radosław Kurach  [radosław.kurach@ue.wroc.pl](mailto:radosław.kurach@ue.wroc.pl) | |
| ***Literature:*** | Mankiw N. G., Taylor M. P (2008)., Economics, South-Western Cengage Learning.  Internet resources will be also provided. | |
| ***Faculty:*** | All | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | tak - nazwa przedmiotu: Makroekonomia (Ekonomia II)  wydział: ZIF  kierunek: Finanse i Rachunkowość, Informatyka w Biznesie, Informatyka i Ekonometria  specjalność:-  rok: I |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | ***BUSINESS ETHICS*** | |
| ***Lecture hours:*** | *15* | |
| ***Study period:*** | *Winter or Spring* | |
| ***Level:*** | *Intermediate* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Attendance, Active Participation and Essay* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Good English language skills* | |
| ***Course content:*** | 1. ***Introduction to Business Ethics***   *Morality and ethics; Scope, nature and purposes of Business Ethics*   1. ***Ethical Theory – Tools, Concepts and their Application***   *Utilitarianism; Kantian ethics; Personalism; Moral responsibility, Justice; Moral dilemmas; Psychological difficulties of ethical decisions*   1. ***The Nature of the Firm and Purposes of Managers***   *Purposes and forms of business activity and the role of profit, ‘Managerial capitalism’ vs. Social responsibility of corporations*   1. ***Ethical Treatment of Employees***   *Employee rights and employee duties; Hiring and firing; The fair wage; Occupational risk; Diversity and discrimination; Workplace privacy; Mobbing and sexual harassment; Trade unions; Whistle-blowing*   1. ***Relations with Suppliers and Customers. Fair Competition***   *Information in business relations; Marketing; Advertising; Consumer risk; Principles of positive competition; Fair and unfair competition*   1. ***Ethical Issues in Finance, Banking and Accounting***   *Fiduciary duties; Creative accountancy; Banking issues: credit and confidentiality; Information and manipulation in capital markets; Responsibility of investors, Ethical standards of finance professionals*   1. ***Ethical Issues in International Business***   *Moral relativism vs. moral universalism; Multinational corporations; Sweatshops and bribery; International business ethics initiatives*   1. ***Making Ethics Work in Managing a Firm***   *Tools of ethical management, Corporate culture, Codes of ethics, Structures and procedures, Problems of Corporate Social Responsibility* | |
| ***Learning outcomes:*** | *Awareness and sensitivity to the moral dimension of business activities; Familiarity with the most important moral problems in contemporary business; Practical abilities of using tools of Ethics to solve moral problems in everyday business situations, including moral dilemmas* | |
| ***Contact person:*** | *mgr Karol Fjałkowski –* [*karol.fjalkowski@ue.wroc.pl*](mailto:karol.fjalkowski@ue.wroc.pl) | |
| ***Literature:*** | *Velasquez M.G., Business Ethics. Concepts and Cases. Fourth Edition, Prentice-Hall, 1998*  *Snoeyenbos M., Almeder R., Humber J. (Eds.), Business Ethics. Third Edition, Prometheus Books, 2001*  *An Introduction to Business Ethics, Edited by G.D. Chryssides and J.K. Kaler, London 1993* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | ***ECONOMICS OF RELIGION*** | |
| ***Lecture hours:*** | *15* | |
| ***Study period:*** | *Winter or Spring* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Attendance and Essay* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics* | |
| ***Course content:*** | 1. ***Introduction to the Economic Study of Religion***   *Religion and Science; Scientific theories of religion; Economics and the ‘economic approach’ to human behavior; The Economics of Religion*   1. ***Theory of Religious Consumption***   *Religious needs and demand for religion; Applying G. Becker’s consumer theory, risk and opportunity cost analysis to religious consumption*   1. ***Theory of Religious Production, Markets, Church-State Relations***   *Church/sect dichotomy; Formal models of church and sect; Reducing free-riding in sects; Economic theories of churches; Consequences of religious market structure; Dynamics of the religious economy; Political economy of church-state relations; Why do governments favor religion?*   1. ***Economic Perspectives on the History of Religion***   *Monotheism; Medieval Church; Monasticism; Crusades; Protestant Reformation; Doctrinal innovations: baptism at infancy, usury regulations, hell, purgatory and indulgences, salvation; Secularization?*   1. ***Economic Consequences of Religion***   *Religion and the economy, M. Weber’s ‘Protestant Ethic and Spirit of Capitalism’ – discussion, Religions and economic incentives and attitudes* | |
| ***Learning outcomes:*** | *Economics of Religion is a study of religious beliefs, behavior and organizations from an economic, ‘market’ or ‘rational choice’ perspective. Learning outcomes include: Understanding of the scope and limitations of the scientific study of religion, Comprehension of the specificity of the economic method of studying religion, Knowledge of the achievements of Economics of Religion in explaining religious phenomena and their relations with economic decisions and outcomes.* | |
| ***Contact person:*** | *mgr Karol Fjałkowski –* [*karol.fjalkowski@ue.wroc.pl*](mailto:karol.fjalkowski@ue.wroc.pl) | |
| ***Literature:*** | *L. Iannaccone, Introduction to the Economics of Religion, “Journal of Economic Literature”, 1998, 36 (3), pp. 1465-1495*  *L. Witham, Marketplace of the Gods: How Economics Explains Religion, Oxford University Press, 2010*  *C. Azzi and R. Ehrenberg, Household Allocation of Time and Church Attendance, “Journal of Political Economy”, 1975, 83 (1), pp. 27-56*  *B.B. Hull and F. Bold, Towards an Economic Theory of the Church, “International Journal of Social Economics”, 1989, 16 (7), pp. 5-15*  *U. Blum and L. Dudley, Religion and Economic Growth: Was Weber Right?, “Journal of Evolutionary Economics”, 2001, 11 (2), pp. 207-30* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *REGIONAL ECONOMICS AND REGIONAL POLICY* | |
| ***Lecture hours:*** | *15 hours of lectures, 15 hours of exercises* | |
| ***Study period:*** | *Winter or spring* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Lecture: open test written in English (10-20 questions)*  *Exercises: presentation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics, Macroeconomics, Economic Policy* | |
| ***Course content:*** | ***Lecture***  *1,2 Theory of Regional Development*  *3,4 Regional Policy in Chosen European Countries*  *5,6 Regional Labor Markets and Migration*  *7,8 Local Public Finance*  *9,10 Industrial Location*  *11,12 Urban Problems and Policy*  *13,14 Regional Policy on Supranational Level (European Union Regional Policy)*  *15 Exam*  ***Exercises***  *1, 2, 3, 4 Regional Policy and Entrepreneurs' Preferences*  *5,6 Intergovernmental Relations*  *7, 8, 9 Can Government Change a Region's Growth Path?*  *10, 11 Transportation*  *12, 13 Smart Growth*  *14,15 Students' Presentations* | |
| ***Learning outcomes:*** | *Students will learn basic information about regional development processes and regional policy on national and supranational level. They will become aware what are the interconnections of the European regional policy system and what is the influence of local governments on development of region. Participants of the course will also learn what they can expect as entrepreneurs from governments. They will obtain the skills to present the outcomes of the regional policies analysis in the case studies.* | |
| ***Contact person:*** | *Iwo Augustyński, PhD:* [iwo.augustynski@ue.wroc.pl](mailto:iwo.augustynski@ue.wroc.pl)  *Joanna Jahn, MA, Msc: joanna.jahn@ue.wroc.pl* | |
| ***Literature:*** | H. Armstrong and Jim Taylor: „Regional Economics and Policy”;  Blackwell Publishers Oxford 2000  M. E. Edwards, Regional and Urban Economics and Economic Development, Auerbach Publications, Boca Raton 2007  Seventh Report on Economic, Social and Territorial Cohesion: <http://ec.europa.eu/regional_policy/sources/docoffic/official/reports/interim7/interim7_en.pdf> | |
| ***Faculty:*** | *All students according to their interest* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Polityka regionalna UE*  *wydział: NE*  *kierunek: MSG*  *specjalność: Zarządzanie Projektem w UE*  *rok: II* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *BUSINESS STRATEGIES OF DOT.COMS* | |
| ***Lecture hours:*** | *20hrs (Lecture – 15hrs, Seminar – 5hrs)* | |
| ***Study period:*** | *Spring* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław or Jelenia Góra* | |
| ***Examination:*** | *Test* | |
| ***Language:*** | *english* | |
| ***Prerequisites:*** | *Microeconomics* | |
| ***Course content:*** | Dot.com type company in contemporary economy. Activity range of dot.coms. Goods and services offered by dot.coms. Internet as dot.coms’ environment. Technological, social and economical determinants influencing the specific nature of dot.coms operations. Dot.coms strategies – their specific properties, differences comparing to traditional companies, economic efficiency. Business strategies based on free distribution to virtual products (price paradox) – characteristic of virtual products, methods for obtaining revenues from their free distribution, methods efficiency. Sours of dot.coms revenues – online ad management (forms, methods, mechanisms), package products creation (news portals and specific content generation), IPO ad NASDAQ market (Internet bubble).  *Lecture, case study.* | |
| ***Learning outcomes:*** | *Knowledge acquired: Understanding the specific nature of enterprises operating online and key factors identification responsible for their business strategies.*  *Abilities: Ability to assess the effectiveness of dot.coms business strategies and designing their own Internet based business models.* | |
| ***Contact person:*** | *Sławomir Czetwertyński, dr,* [*slawomir.czetwertynski@ue.wroc.pl*](mailto:slawomir.czetwertynski@ue.wroc.pl)*, 75 75 38 311* | |
| ***Literature:*** | *1. Afush, A., Tucci, C.L., (2001), Internet Business Models and Strategies: Text & Cases, McGraw-Hill, Irwi.*  *2. Carpenter, P., (2000), eBrands: Building an Internet Business at Breakneck Speed, Harvard Business Press, Boston.*  *3. Shapiro, C., Varian, H.R., (1999), Information Rules. A Strategic Guide To The Network Economy, Harvard Business Press, Boston.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Yes* | *nazwa przedmiotu: STRATEGIE BIZNESOWE DOT.COMÓW*  *wydział: Wydział Ekonomii, Zarządzania i Turystyki*  *kierunek: Ekonomia*  *specjalność: ogólnowydziałowy, specjalnościowy Logistyka Menedżerska*  *rok: 2 studiów 1 st., 3 studiów 1 st.* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *Science innovation in knowledge-based economies* | |
| ***Lecture hours:*** | *Total 20 hrs (15 hrs lecture, 5 hrs seminar)* | |
| ***Study period:*** | *Winter semester, Summer semester* | |
| ***Level:*** | *advanced* | |
| ***Location:*** | *Wrocław or Jelenia Góra* | |
| ***Examination:*** | *A report as an outcome of student's own research on agreed topics* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Micro and macroeconomics course completed* | |
| ***Course content:*** | * *The theory of endogenic growth; the importance of knowledge in the economic growth creation; the role of scientific research expenditures in the economic growth creation.* * *The theory of sectors; knowledge sectors in modern economies.* * *Knowledge-Based Economy-description, characteristics; Knowledge-Based Economy vs. The New Economy;* *measuring the level of the Knowledge-Based Economy development.* * *The conditions of the KBE development. The science. Universities evolution or revolution? Enterpreneurial universities. 3G University.* * *The post-academic science. Clusters. Industrial science. Academic enterpreneurship, spin-offs, spin-outs, faculty enterprises.* * *Institutional conditions of the post academic science development. Financing, venture capital, tax allowances, law regulations, knowledge commercialization.*   *Teaching methods: lecture on which these subjects will be described and seminar on which the complementary for lecture's subjects will be given, described and discussed in order to let the students write their final paper.* | |
| ***Learning outcomes:*** | *The general knowledge on the sources of economic growth and on the challenges faced by universities. The aim of the lecture is to focus students attention on the modern problems of economic development.* | |
| ***Contact person:*** | *Elżbieta Pohulak-Żołędowska, dr,* [e\_pohzol@o2.pl](mailto:e_pohzol@o2.pl)*, 757538252* | |
| ***Literature:*** | * *Bok D.:* Universities in the Marketplace. The Commercialization of Higher Education*, Princeton University Press, 2003* * *Etzkowitz H.:* The Triple Helix. University-Industry-Government Innovation in Action*, Routledge, 2008.* * *Krimsky S.:* Nauka skorumpowana?*, PIW 2006* * *Ziman J.:* Real Science.What it is and what it means*, Cambridge University Press, 2000.* * *Wissema J.G.:* Uniwersytet Trzeciej Generacji. Uczelnia XXI wieku*. WCTT, 2009.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *yes* | *Przedsiębiorczość akademicka* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | **Global challenges in marketing** | |
| ***Lecture hours:*** | *30* | |
| ***Study period:*** | *Winter Semester* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław University of Economics* | |
| ***Examination:*** | *Essay, Project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic management knowledge* | |
| ***Course content:*** | 1. Global market   - marketing strategy   1. The art of marketing- new trends and challenges   -Sensory marketing and Neuromarketing   1. Consumer behaviour- New trends 2. Critical introduction to marketing | |
| ***Learning outcomes:*** | This course provides a broad survey of the topic of **global challenges in marketing**. Special attention will be paid to the changes in the consumption patterns and philosophy made possible by the recent innovations in communication technologies and the interactive revolution in marketing. These objectives will be met through text readings, lectures, group assignments and class discussions. | |
| ***Contact person:*** | *Dr Barbara Mróz-Gorgoń, Tel. 502 725 813,*  *barbara.mroz-gorgoń@ue.wroc.pl* | |
| ***Literature:*** | * M. R. Solomon , G. Bamossy ,S. Askegaard ,M. K. Hogg *, Consumer Behaviour: A European Perspective, 3rd Edition, Pearson Prentice Hall, 2006.* * E. Parsons, Pauline Maclaran*, Contemporary Issues in Marketing and Consumer Behaviour,* Elsevier Ltd., 2009. * *P.* MacLaran, D. Rinallo, L. Scott, *Consumption and Spirituality, Routledge 2013.* * Chris Hackley , *Marketing: A Critical Introduction, SAGE, 2009.* | |
| ***Faculty:*** | ***ALL STUDENTS INVITED!*** | |
| ***czy przedmiotu*** | *nie* |  |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *Business in digital economy* | |
| ***Lecture hours:*** | *Lecture and case study: 30 hours* | |
| ***Study period:*** | *Winter or spring semester* | |
| ***Level:*** | *Intermediate* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Case study, essay and attendance* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics* | |
| ***Course content:*** | *Markets in digital economy differ significantly from traditional markets of tangible commodities. Music, movies, computer programs, video games can be duplicated without significant additional cost. Internet and digital media allow for an easy and fast search of content relevant and interesting for buyers as well as for an easy comparison of offers and prices.*  *The main goal of the course is to let students understand, analyze and make conscious decisions connected with digital economy. This can be done only while teaching about technological and legal basics of exchange within digital economy as well as theoretical framework of economic analysis.*  *The content of the course includes: (1) Basic terms and issues, (2) Intellectual property law – the case study of music industry, (3) Power law – measuring popularity, (4) New business models, (5) Long tail economy – fact or fiction?, (6) Markets for services in digital economy, (7) Financing internet services: Google approach vs. Microsoft approach, (8) Markets for video games – transition towards new business models.* | |
| ***Learning outcomes:*** | *In the course of study the student should:*   * *Posess theoretical economic framework of analysis of digital economy.* * *Comprehend technological and legal boundaries of digital economy.* * *Distinguish and describe various effects occurring in digital economy.* * *Describe various new business models which emerged in the process of development of digital economy.* * *Asses and criticize new business models as well as evaluate their usefulness in various conditions and situations.* * *Distinguish and assess the applicability of patents and copyrights to various parts of digital economy.* | |
| ***Contact person:*** | *Mikolaj Klimczak*  *Department of Microeconomics and Institutional Economics*  *Phone: +48 71 3680 196*  *Email:* [*mikolaj.klimczak@ue.wroc.pl*](mailto:mikolaj.klimczak@ue.wroc.pl) | |
| ***Literature:*** | 1. *David Easley, Jon Kleinberg, Networks, Crowds, and Markets: Reasoning About a Highly Connected World,* [*http://www.cs.cornell.edu/home/kleinber/networks-book/*](http://www.cs.cornell.edu/home/kleinber/networks-book/) 2. *Erik Brynjolfsson, Brian Kahin, Understanding the digital economy: data, tools, and research, MIT Press, 2002* 3. *Gerhard Illing, Martin Peitz, Industrial Organization And the Digital Economy, MIT Press, 2006* 4. *Oz Shy, The Economics of Network Industries, Cambridge University Press, 2001* 5. *Don Tapscott, Anthony D. Williams, Wikinomics: How Mass Collaboration Changes Everything, Penguin Group US, 2008* 6. *Chris Anderson, The Long Tail: Why the Future of Business is Selling Less of More, Hyperion, 2006*   *Supplementary books and articles may be used.* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak* | *Tytuł: Biznes w gospodarce cyfrowej*  *Wydział Nauk Ekonomicznych*  *Kier.: ekonomia*  *Spec.: wszystkie*  *Rok: magisterski II* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | Droit des affaires | |
| ***Lecture hours:*** | 15h (*lectures)* | |
| ***Study period:*** | semestre de printemps | |
| ***Level:*** | niveau de base | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Examen écrit | |
| ***Language:*** | français | |
| ***Prerequisites:*** | cours de droit | |
| ***Course content:*** | - L'entreprise individuelle exploitée par une personne physique  - La formation de la sociéte  - Le fonctionnement de la sociéte  - Les formes de sociéte  - La durée de la société  - Les caractéristiques de la compagnie  - L'organisation de la compagnie  - Le financement de l’entreprise  - La protection de l’entreprise  - Les divers aspects du droit des affaires  - Le droit public économique  - Les concessions en Pologne  - Les marchés publics  - La Concurrence | |
| ***Learning outcomes:*** | Acquisition de connaissances:  L'objectif principal du cours „Droit des affaires” est de permettre à l’étudiant d’acquérir des connaissances de base en droit pour lui permettre d’identifier des problèmes éventuels qui peuvent se poser à lui dans la gestion courante d’une entreprise. Ainsi, il pourra les prévenir et minimiser les coûts pour l’entreprise.  Aptitudes: L'étudiant doit être en mesure: d’expliquer le fonctionnement du système des sociétés en Pologne et d’expliquer certaines notions fondamentales de droit économique (public et privé) en Pologne.  Compétence: Le but de ce cours est de permettre à l'étudiant(e) d'acquérir des connaissances générales théoriques et pratiques en droit économique, lesquelles lui permettront d'avoir une vue d'ensemble des différentes situations susceptibles de se présenter à lui dans le monde des affaires et d'en saisir l'essentiel des impacts juridiques. | |
| ***Contact person:*** | Dr Jan Gola - jan.gola@ue.wroc.pl | |
| ***Literature:*** | - A. Braud, *L'essentiel du droit commercial et des affaires*, Paris 2012  - D. Linotte, R. Romi, *Droit public économique,* Paris 2012  - A. Kidyba, *Prawo handlowe*, Warszawa 2012  - K. Strzyczkowski, *Publiczne prawo gospodarcze*, Warszawa 2012 | |
| ***Faculty:*** | Cours pour tous les étudiants | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu:Prawo gospodarcze*  *wydział:Wydział Nauk Ekonomicznych/ Wydział Inżynieryjno-Ekonomiczny*  *kierunek:ekonomia(NE), zarządzanie i inżynieria produkcji(IE)*  *specjalność:różne*  *rok:3(I stopnia)- IE, 1(II stopnia)-NE* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | Economic Policy | |
| ***Lecture hours:*** | 30 hours (15 hours lectures and 15 hours of workshop) | |
| ***Study period:*** | Spring, Winter | |
| ***Level:*** | Beginers | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | 50% - essay; 50% - activeness during classes and participation | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge of the Micro- and Macroeconomics | |
| ***Course content:*** | 1, 2. Introduction to Economic Policy  3. Types of Economic Policy  4, 5. Doctrines and Schools of Economic Policy  6. Economic Growth Policy  7. Fiscal Policy  8. Tax Policy  9. Monetary Policy  10, 11. Labour Market Policy  12, 13.Transition Economies  14, 15. Economic Policy and the 2007-09 Crisis | |
| ***Learning outcomes:*** | *The aim of Economic Policy course is to answer the questions why and how the government can intervene to market. Students will learn about methods, measures and instruments which are introduces by governments of particular countries to economic systems. Participants of the course will practice skills to analyze the economic policy and present the outcomes of their analyze. They will obtain knowledge about main economic policies: growth policy, fiscal policy, tax policy, monetary policy, labor market policy. They will also learn about transition economies and the important information about the economic policy against crisis. This knowledge enables the students to understand the economic environment better and to forecast the outcome of economic activities.* | |
| ***Contact person:*** | Ewa Pancer-Cybulska, Professor: [ewa.cybulska@ue.wroc.pl](mailto:ewa.cybulska@ue.wroc.pl); 71 3680222  Joanna Jahn, MA MSc: joanna.jahn@ue.wroc.pl | |
| ***Literature:*** | 1. A. Bénassy-Quéré, B. Coeuré, P. Jacquet, J. Pisani-Ferry, Economic Policy. Theory and Practice, Oxford University Press 2010  2. E. J. Evans, Thatcher and Thatcherism (The Making of the Contemporary World)  3. K. Longley, J. D. Mayer, M. Schaller, Deconstructing Reagan : Conservative Mythology and America's Fortieth President  4. M. Myant, J. Drahokoupil, Transition Economies Political Economy in Russia, Eastern Europe, and Central Asia, Wiley 2011  5. P. Tridico, Institutions, Human Development and Economic Growth in Transition Economies, Palgrave Macmillian, 2011  6. P.A. Samuelson, W. D. Nordhaus, Economics, McGraw-Hill Irwin, 2010  7. B. Winiarski (ed.), Polityka Gospodarcza, PWN, 2006  8. http://ec.europa.eu/ | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | tak - nazwa przedmiotu: Polityka ekonomiczna  wydział: NE  kierunek: FiR, MSG  specjalność: wszystkie  rok:2 |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *European Project Management* | |
| ***Lecture hours:*** | *15 hours – lecture*  *15 hours - workshop* | |
| ***Study period:*** | *Spring, Winter* | |
| ***Level:*** | *Specialization Course* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Lectures – exam*  *Workshops - presentation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge about management and European integration* | |
| ***Course content:*** | ***Lectures:***  *1. Policy, Programs and European Projects (2 h)*  *2. Institutional Participants of European Projects (1h)*  *3. Project Management Methodology (2h)*  *4. Project Planning (1 h)*  *5. Project Team Management (2h)*  *6. Communication in the Project (2h)*  *7. Evaluation of the Project (2h)*  *8. Legal Aspects of Innovation (2h)*  *9. International Cooperation (1h)*  ***Workshops:***  *1. Cordis – Community Research and Development Information Service (2h)*  *2. Finding a Call (2h)*  *3. Project Scope Management (3h)*  *4. Project Time Managemet (3h)*  *5. Project Cost Management (3h)*  *6. Presentations (2h)* | |
| ***Learning outcomes:*** | *The participants after finishing this course should:*  *- understand the methodology of project management,*  *- know the specifications of the European project,*  *- obtain experience during project proposal preparation (lab classes),*  *- know how to increase project management competence in the future.* | |
| ***Contact person:*** | *Krzysztof Biegun, PhD:* [krzysztof.biegun@ue.wroc.pl](mailto:krzysztof.biegun@ue.wroc.pl)  *Joanna Jahn, MA MSc: joanna.jahn@ue.wroc.pl* | |
| ***Literature:*** | 1. *A Guide to the Project Management Body of Knowledge (PMBOK Guide), Project Management Institute, 2013* 2. *Wysocki R. K., McGary R., Effective Project Management: Traditional, Adaptive, Extreme, Wiley Pub. 2003.* 3. *Project Cycle Management Guidelines, European Commission, March 2004* http://ec.europa.eu/europeaid/multimedia/publications/documents/tools/europeaid\_adm\_pcm\_guidelines\_2004\_en.pdf 4. *Project Cycle Management Handbook, European Commission, March 2002*   http://www.sle-berlin.de/files/sletraining/PCM\_Train\_Handbook\_EN-March2002.pdf | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Zarządzanie projektem europejskim*  *wydział: Nauki Ekonomiczne*  *kierunek: MSG*  *specjalność: Zarządzanie projektami europejskimi* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *Financial Management and Analysis of Projects* | |
| ***Lecture hours:*** | *15 hours – lectures*  *15 hours - workshops* | |
| ***Study period:*** | *Spring, Winter* | |
| ***Level:*** | *Specialization Course* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Lectures – exam*  *Workshops - presentation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *European Project Management course or any course concerning introduction to project management* | |
| ***Course content:*** | ***Lectures:***  *1. Introduction to Financial Analysis (2 h)*  *2. Project Cost Management (3 h)*  *3. Project Budget (2 h)*  *4. Project Risk Management (2h)*  *5. Economic Indicators(2 h)*  *6. Earned Value Method (4 h)*  ***Workshops:***  *1. Introduction to MS Project, Excel for financial analysis (4h)*  *2. Project Cost Management (3h)*  *3. Economic Indicators (3h)*  *4. Earned Value Method (3h)*  *6. Presentations (2h)* | |
| ***Learning outcomes:*** | *The participants after finishing this course should:*  *- estimate the costs of the project,*  *- have skills to analyse the economic indicators for the project,*  *- be able to implement the Earned Value Method for project,*  *- know how to use the softwares to support the financial analysis of project.* | |
| ***Contact person:*** | *Krzysztof Biegun, PhD:* [krzysztof.biegun@ue.wroc.pl](mailto:krzysztof.biegun@ue.wroc.pl)  *Joanna Jahn, MA MSc: joanna.jahn@ue.wroc.pl* | |
| ***Literature:*** | 1. *A Guide to the Project Management Body of Knowledge (PMBOK Guide), Project Management Institute, 2013* 2. *Q. W. Fleming, J. M. Koffelman, Earned Value Project Management, Project Management Institue, 2010* 3. *Wysocki R. K., McGary R., Effective Project Management: Traditional, Adaptive, Extreme, Wiley Pub. 2003.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Zaawansowana analiza ekonomiczna projektów*  *wydział: Nauki Ekonomiczne*  *kierunek: MSG*  *specjalność: Zarządzanie projektami europejskimi* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *INDUSTRIAL ORGANIZATION* | |
| ***Lecture hours:*** | *Lecture and case study: 30 hours* | |
| ***Study period:*** | *Winter or spring semester* | |
| ***Level:*** | *Intermediate* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Case study, essay and attendance* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics and Macroeconomics* | |
| ***Course content:*** | *In economics, studies in the field of the industrial organization consist of the analysis of imperfect competitive markets, i.e., markets where a company is able to apply market power and establish a price above marginal cost.*  *The main goal of the course is to provide the student with the knowledge about interconnectedness of competition of regulation and the economic theory of regulation.*  *The course will contain following topics: (1) relevant market and its significance for the anti-trust legislation, (2) factors influencing market power and the measurement of market power, (3) an overview of regulation of competition in the USA, EU, Poland and other CEE countries, (4) the significance of collusion as one of the main factors impeding competition, (5) competition analysis - overview, (6) pricing strategies to deter entry, (7) non-pricing strategies to deter entry, (8) pricing and non-pricing strategies against incumbents: price discrimination, product differentiation, advertising, research and development, integration and others.* | |
| ***Learning outcomes:*** | *In the course of study the student should:*   * *Be introduced with the idea of relevant market.* * *Be able to apply ad hoc analysis of relevant market.* * *Be introduced with the idea of market power and concentration.* * *Be able to provide framework for market power analysis.* * *Enumerate and provide examples of various factors influencing market power.* * *Be able to understand reasoning behind anti-trust cases that question market power.* * *Know various legislation, that stand guard against anti-competitive practices.* * *Understand the rationale behind the effectiveness of collusion.* * *Analyze various strategies of companies and judge, whether they can be deemed as anti-competitive or not.* * *Understand the difference between rivalry with potential competitors and incumbents.* * *Distinguish various pricing and non-pricing strategies.* * *Be able to understand which of strategies could be applied under different conditions.* | |
| ***Contact person:*** | *Mikolaj Klimczak*  *Department of Microeconomics and Institutional Economics*  *Phone: +48 71 3680 196*  *Email:* [*mikolaj.klimczak@ue.wroc.pl*](mailto:mikolaj.klimczak@ue.wroc.pl) | |
| ***Literature:*** | 1. *Jeffrey A. Church, Roger Ware,* Industrial Organization: A Strategic Approach, *downloadable form the webpage of authors* 2. *Paul Belleflamme, Martin Peitz,* Industrial Organization. Markets and Strategies*, Cambridge University Press* 3. *D.E.Waldman, E.J.Jensen:* Industrial Organisation. Theory and Practice*. 3rd Edition. Pearsons Education 2006.* 4. *D.W.Carlton, J.F.Perloff.* Modern Industrial Organization*. (last edition) Harper-Collins.* 5. *L.Pepall, D.Richards, G.Norman,* Industrial Organization: Contemporary Theory and Practice*, Thomson Learning, 3rd Edition, 2005..*   *Supplementary books and articles may be used.* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak* | *Organizacja rynków i konkurencja*  *Wydział Nauk Ekonomicznych*  *Kier.: ekonomia*  *Spec.: wszystkie*  *Rok: magisterski I* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *Development economics* | |
| ***Lecture hours:*** | *Lecture – 30 hours* | |
| ***Study period:*** | *Summer semester or winter semester* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Passing the test after the end of lectures, preparation of papers, giving presentations.* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge on microeconomics and macroeconomics. Qualifications connected with interpretation of economic, statistical data. Possibilities of macroeconomic models interpretation. Skills connected with and economic policies understanding.* | |
| ***Course content:*** | 1. *Introduction – the essence, subject and scope of development economics* 2. *The indexes of development,* 3. *Early development theories* 4. *The theories realted to higly developed countries* 5. *The forerunning theories of less developed countries* 6. *Leading theories related to reasons of underdeveopment* 7. *Universal development theories* 8. *Policy of global economic organisations* 9. *Structural adjustments programs, new development paradigms.* 10. *Washington Concensus policy based policy and its consequences* 11. *International initiatives of poverty reduction and development support* 12. *The Millenium goals* 13. *Economic situation in less developed countries* 14. *Development strategies and policies in chosen groups of countries.* | |
| ***Learning outcomes:*** | *Knowledge on economic, social and environmental issues on development. Qualifications and competencies connected with interpretation of economic situation and economic policy changes for rational economic choices (including decision making, governance).* | |
| ***Contact person:*** | *Dr Karol Kociszewski, karol.kociszewski@ue.wroc.pl, room 205 B, phone: 71 3680482* | |
| ***Literature:*** | 1. *Fiedor B., Kociszewski K., Ekonomia rozwoju. Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu. Wrocław 2010* 2. *Kociszewski K. The global policy supporting the development of the LCDS - an attempt of synthetic assessment - in.: Economic and Environmental Studies, Vol. 10, No. 3 (15/2010), eds. R. Kudłak, J. Platje, September 2010 pages 283-305, Publisher: Opole University, Faculty of Economics,* [*http://www.ees.uni.opole.pl/volumes\_2010\_03.html*](http://www.ees.uni.opole.pl/volumes_2010_03.html)*.* 3. *Kociszewski K., The role of European Union in international development support system in: Global Challenges and policies of the European Union – Consequences for the “new member states” eds. M. Piotrowska i L. Kurowski, Research Papers of Wrocław University of Economics No 59, Wrocław 2009 pp.. 237-247* 4. *Todaro M.P. Economics of development. Longman, London, New York. 1997* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *Yes – development economics*  *wydział: Nauk ekonomicznych*  *kierunek: Międzynarodowe Stosunki Gospodarcze*  *specjalność: International business*  *rok: 2012/2013* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *Ecological products markets* | |
| ***Lecture hours:*** | *Lecture – 15 hours* | |
| ***Study period:*** | *Summer semester or winter semester* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Passing the test after the end of lectures, preparation of papers, giving presentations.* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge on microeconomics and macroeconomics. Qualifications connected with interpretation of economic and other statistical data. Possibilities of legal acts interpretation. Skills connected with and economic policies understanding.* | |
| ***Course content:*** | 1. *Introduction – basic information on ecological markets.* 2. *Theory of sustainable development* 3. *General characteristic of environment protection law and ecological policy of European Union* 4. *Ecolabelling* 5. *Integrated production policy* 6. *Consumer protection on ecological products markets* 7. *Green public procurement* 8. *Organic farming products markets* 9. *Characteristics of other ecological products markets* | |
| ***Learning outcomes:*** | *Knowledge on economic, social and environmental issues on development. Knowledge on legal regulations and institutions connected with ecological markets functioning. Skills connected with gathering data and information referring to conditions and mechanisms of ecological products markets.* | |
| ***Contact person:*** | *Dr Karol Kociszewski, karol.kociszewski@ue.wroc.pl, room 205 B, phone: 71 3680482* | |
| ***Literature:*** | 1. *B. Fiedor (red.), Podstawy ekonomii środowiska i zasobów naturalnych, C.H. Beck, Warszawa 2002* 2. *S. Kozłowski, Przyszłość ekorozwoju, Wyd. KUL, Lublin, 2005* 3. *K. Kociszewski, Environmental Protection in Agriculture within the EU Sustainable Development Strategy – implications for Poland w: Economic and Environmental Studies no. 8/2006 eds. Joost Platje, Janusz Słodczyk and Walter Leal Filho, Opole University 2006, str. 217-229* 4. *K. Kociszewski, The development of organic farming in Poland under the conditions of integration with European Union in.: Economic and Environmental Studies, Governance for sustainable development Vol. 10, No. 1 (13/2010), eds. R. Kudłak, J. Platje, M. Will 7-9 March 2010 pages 11-22, Publisher: Opole University, Faculty of Economics,* [*http://www.ees.uni.opole.pl/volumes\_2010\_01.html*](http://www.ees.uni.opole.pl/volumes_2010_01.html) | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *Yes – rynki produktów ekologicznych*  *wydział: Nauk ekonomicznych*  *kierunek: Ekonomia*  *specjalność: analityk rynku, gospodarowanie zasobami środowiska*  *rok: 2012/2013* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *International environment protection* | |
| ***Lecture hours:*** | *Lecture – 15 hours* | |
| ***Study period:*** | *Summer semester or winter semester* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Passing the test after the end of lectures, preparation of papers, giving presentations.* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge on microeconomics and macroeconomics. Qualifications connected with interpretation of economic and other statistical data. Possibilities of legal acts interpretation. Skills connected with and economic policies understanding.* | |
| ***Course content:*** | 1. *Introduction – the essence, subject and scope of international environment protection* 2. *International dimention of environmental dangers and risk – the reasons of ecological problems* 3. *Global envorinmental problems* 4. *The forms of international cooperation in envirinment protection* 5. *Theory of sustainable development* 6. *Economic consequences of international policy on environment protection* 7. *International trade in the context of sustainable development* 8. *Environment protection policy of European Union* 9. *Ecological aspects of other European Union’s policies (common agricultural policy, cohesion policy, development policy)* 10. *Practical aspects of implementation of environmental problems and measures in chosen countries* | |
| ***Learning outcomes:*** | *Knowledge on economic, social and environmental issues on development. Qualifications and competencies connected with interpretation of environmental problems and their economic consequences. Rational decision making under conditions of environmental crisis.* | |
| ***Contact person:*** | *Dr Karol Kociszewski, karol.kociszewski@ue.wroc.pl, room 205 B, phone: 71 3680482* | |
| ***Literature:*** | 1. B. Fiedor (red.), Podstawy ekonomii środowiska i zasobów naturalnych, C.H. Beck, Warszawa 2002 2. S. Kozłowski, Przyszłość ekorozwoju, Wyd. KUL, Lublin, 2005 3. K. Kociszewski, Environmental Protection in Agriculture within the EU Sustainable Development Strategy – implications for Poland w: Economic and Environmental Studies no. 8/2006 eds. Joost Platje, Janusz Słodczyk and Walter Leal Filho, Opole University 2006, str. 217-229 4. K. Kociszewski, The perspectives of EU financial support for environment protection in Poland in the years 2007-2013 w: Current issues of sustainable development – transformation education and business eds. Joost Platje, Janusz Słodczyk, David Ramsey, Economic and environmental studies No11/2008, Opole University 2008 ,str. 171-183 5. K. Kociszewski, The development of organic farming in Poland under the conditions of integration with European Union in.: Economic and Environmental Studies, Governance for sustainable development Vol. 10, No. 1 (13/2010), eds. R. Kudłak, J. Platje, M. Will 7-9 March 2010 pages 11-22, Publisher: Opole University, Faculty of Economics, <http://www.ees.uni.opole.pl/volumes_2010_01.html> | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *Yes – międzynarodowa ochrona środowiska*  *wydział: Nauk ekonomicznych*  *kierunek: Międzynarodowe Stosunki Gospodarcze*  *specjalność: biznes międzynarodowy, rynki europejskie International business*  *rok: 2012/2013* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | ***Financing Regional Development*** | |
| ***Lecture hours:*** | *30 hours* | |
| ***Study period:*** | *Spring semester* | |
| ***Level:*** | *Specialization* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Written work and its presentation during the lecture* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *macroeconomics* | |
| ***Course content:*** | *The aim of this lecture is to present modern approach to financing regional development. During lecture various tools of financing will be presented. Particular attention will be placed on European Union’s cohesion policy and how it influence development of European Regions in practice. Student will also find out about new factors of social and economic development, connected with shaping new economy and its financing by public authorities and other entities.*  *Learning methods: lecture, case-study, discussion, individual work.* | |
| ***Learning outcomes:*** | *The student will acquire the knowledge, which will contribute to the better understanding the mechanism of financing regional development in Europe* | |
| ***Contact person:*** | *dr Małgorzata Rogowska*  *malgorzata.rogowska@gmail.com* | |
| ***Literature:*** | A. Pike, A. Rodriguez-Pose, J. Tomaney, Handbook of local and regional development, Routledge 2010. | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *Tak: Finansowanie rozwoju regionalnego*  *Wydział: NE*  *Kierunek: MSG*  *Specjalność: MGP*  *Rok: II* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | ***Local development in the aspect of globalization and integration process*** | |
| ***Lecture hours:*** | *30* | |
| ***Study period:*** | *Winter* | |
| ***Level:*** | *Specialization* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Written work and its presentation during the lecture* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics, macroeconomics* | |
| ***Course content:*** | *The aim of this lecture is to show the particular problems of local authorities in creating social, economic and spatial development.*  *Development process always concerns certain time and space. Contemporary development conditions are created by global processes, which caused revaluing development factors (the more impact is putting to non-material ones such as knowledge and innovation). Local scale must be flexible and answer to such condition, where the most important feature is uncertainty The significance of local level is paradoxically increasing. In global competition special impact is put on identifying endogenic potential. “Glocalization” is most common word that is used to describe an answer from local level to globalization. All of these problems will be discussed during the lecture.*  *Learning methods: lecture, case-study, discussion, individual work.* | |
| ***Learning outcomes:*** | *The student will acquire the knowledge, which will contribute to the better understanding of local development process and its problems. That will give the basic to understand bilateral relation between local and global level.* | |
| ***Contact person:*** | *Małgorzata Rogowska: malgorzata.rogowska@ue.wroc.pl* | |
| ***Literature:*** | 1. Barquero A. V., *Local development in the times of globalization*, www.ideas.repec.org. 2. Blair J., Caroll M.C. *Local economic development. Analysis, Practices, and Globalization.* SAGE Publication 2009. 3. G. Jones, J. Stewart, *The Case of Local Government*. Allen and Unwin, London 1983*.* 4. Hirst, P., Thompson, G., *Globalization in Question*. Polity Press, Cambridge 1996. 5. Jewtuchowicz A., *Terytorium i współczesne dylematy jego rozwoju*. Wyd. Uniwersytetu Łódzkiego, Łódź 2005. 6. Oman, C., *Globalization and Regionalization. The Challenge for Developing Countries*. OECD Development Centre Studies, París 1994. 7. Pietrzyk I., *Teoretyczne podstawy rozwoju lokalnego.* W: *Związki polityki gospodarczej z polityką regionalną*. Red. R. Broszkiewicz, Prace Naukowe AE we Wrocławiu nr 768, Wyd. AE we Wrocławiu, Wrocław 1997. 8. Schaffer R., Deller S.C., Marcouiller D.W., *Community Economics*. Blackwell Publishing 2004. 9. *The interconnection between globalization and local development*, www.oit.org. | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak – Determinanty rozwoju lokalnego w kontekście procesów integracji i globalizacji*  *wydział: NE*  *kierunek: MSG*  *specjalność: hz*  *rok: IV* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | ***Development of Business Services in Metropolitan Areas*** | |
| ***Lecture hours:*** | *30* | |
| ***Study period:*** | *Spring semester* | |
| ***Level:*** | *Specialization* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Written work and its presentation during the lecture* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic information concerning macroeconomics and economic geography* | |
| ***Course content:*** | *The aim of this lecture is to present modern approach to social and economic process in space. Creativity become one of the most important factor in development of territorial structures such cities and regions. Creativity is strongly associated with the category of knowledge and innovation. In globalized world there is continually expanding demand for creative products that rely on creative industries for their distribution and consumption. This increasing demand is a confirmation of the contribution of the creative economy to economic growth. All this problems will be discussed during lecture. Main topics:*  *Metropolis as a spatial and historical category*  *Contemporary metropolitan features*  *Creativity as a factor of metropolitan growth*  *Creative city concept*  *Cultural and Creative Industries*  *Localization of business services in urban areas -conditions and barriers*  *New trends in development of business services in metropolis*  *Learning methods: lecture, case-study, discussion, individual work.* | |
| ***Learning outcomes:*** | *The student will acquire the knowledge, which will contribute to the better understanding the meaning creativity in social and economic development* | |
| ***Contact person:*** | *dr Małgorzata Rogowska*  *malgorzata.rogowska@gmail.com* | |
| ***Literature:*** | Howkins J., *The Creative Economy, How People make money from Ideas*. Penguin, 2001.  Landry Ch., *The Creative City. A Toolkit for Urban Innovators*. Earthscan, London 2008;  Florida R., *The Rise of the Creative Class*. Basic Books, New York 2002.  David P.A., Foray D.: *An introduction to the economy of the knowledge society*. http://www.merit.unu.edu/publications/rmpdf/2001/rm2001-041.pdf.  Landry Ch., Bianchini F., *The creative city*, http://www.demos.co.uk/files/thecreativecity.pdf.   1. *The Economy of Culture in Europe*, 2006, KEA, European Commission. 2. *Green Paper. Unlocking the Potential of Cultural and Creative Industries*, 2010, Brussels COM(2010) | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak – Rozwój usług biznesowych w metropoliach*  *wydział: NE*  *kierunek: MSG*  *specjalność: BM*  *rok: IV* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | ***Public Administration in Europe*** | |
| ***Lecture hours:*** | *30* | |
| ***Study period:*** | *Winter* | |
| ***Level:*** | *Specialization* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Written work and its presentation during the lecture* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics, macroeconomics* | |
| ***Course content:*** | *The aim of this lecture is to show the particular problems of public administration in Europe. The lecturer put attention to present theoretical and practical aspects of public administration in Europe. During classes student will acquire knowledge concerning models of public administration in Europe, their evolution and characteristics, and mainly changes that occur in public administration caused by globalization and integration. Particular attention will focus on the characteristics of the governmental administration and local and regional authorities. The subject of discussion will be the issue of the functioning of the European Union’s public administration.*  *Learning methods: lecture, case-study, discussion, individual work.* | |
| ***Learning outcomes:*** | *The student will acquire the knowledge, which will contribute to the better understanding of local and regional structures and administration in European scale. That will give the basic to understand bilateral relation between local, regional scale and global level and changes that occur in public administration* | |
| ***Contact person:*** | *dr Małgorzata Rogowska: malgorzata.rogowska@ue.wroc.pl* | |
| ***Literature:*** | B. Guy Peters,  *European Governance a White Paper*, Commission of the European Communities, Brussels 2001. | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Administracja publiczna w Europie*  *wydział: NE*  *kierunek: MSG*  *specjalność: MGP*  *rok: I* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | ***Spatial Economy in Europe*** | |
| ***Lecture hours:*** | *30* | |
| ***Study period:*** | *Winter* | |
| ***Level:*** | *Specialization* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Written work and its presentation during the lecture* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics, macroeconomics* | |
| ***Course content:*** | *The aim of this lecture is to show theoretical and practical aspects of spatial economy in Europe. During classes the attention will be put to present main spatial problems in Europe, the tool used in spatial management and basic tendencies of European Union’s spatial planning. Main topics:*  *The spatial dimension of socio-economic structures and processes.*  *The evolution of spatial planning in Europe*  *City as a basic category in spatial planning*  *Public space quality and its impact to social and economic development*  *Models of spatial management in chosen European countries*  *Contemporary spatial problems in Europe.*  *Learning methods: lecture, case-study, discussion, individual work.* | |
| ***Learning outcomes:*** | *The student will acquire the knowledge, which will contribute to the better understanding spatial problems and the ways of solving them by governmental and regional authorities.* | |
| ***Contact person:*** | *dr Małgorzata Rogowska: malgorzata.rogowska@ue.wroc.pl* | |
| ***Literature:*** | 1. *S. Korenik, O. Ozbek (ed.), International Spatial Economy – Chosen Aspects. Publishing House of Wroclaw University of Economics, Wroclaw 2012.* 2. *European Spatial Development Perspective 1999.* 3. *Territorial Agenda of European Union 2020.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak – Gospodarka przestrzenna Unii Europejskiej*  *wydział: NE*  *kierunek: MSG*  *specjalność: MGP*  *rok: II* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | European Union Funds for Human Capital Development | |
| ***Lecture hours:*** | 20 | |
| ***Study period:*** | Summer and winter term | |
| ***Level:*** | basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | The final grade 100% will include:  - final multiple choice test 50%  - Eu Project preparation 50% | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basics of Management | |
| ***Course content:*** | Content:   1. Introduction into the EU funds 2. Available Eu Funds 3. Promotion and recruitment within Eu projects 4. Budget preparation 5. Evaluation and monitoring 6. The most frequent mistakes in the process of application 7. Standard minimum rule 8. Preparation of the Eu Grant for Human Capital Development - 8 hrs workshop | |
| ***Learning outcomes:*** | Learning outcomes  in terms of knowledge:  -students can enumerate and define various EU funds  -students can describe the system of reports of Eu projects  in terms of skills  - students can prepare their own Eu application/grant  - students can verify financial documentation of Eu grant  in terms of competence  - students are able to look for source of EU funds of their own  - students are responsible for managing the EU project. | |
| ***Contact person:*** | Katarzyna Tracz-Krupa  [katarzyna.tracz@ue.wroc.pl](mailto:katarzyna.tracz@ue.wroc.pl)  tel. 502 519 533 | |
| ***Literature:*** | 1.Dyczkowska J., Dyczkowski T. Kardasz T., European Integration In the fields of Research- Economic Impact, Publishing House of Wrocław University of Economics, 2010.  2. Beginners’ Guide to EU Funding *2012 Edition,*  Overview of the financial rules and funding opportunities 2007–13. <http://ec.europa.eu/budget/library/biblio/publications/beginnersguide/KV3111332ENC_002web.pdf>  3. <http://www.funduszeeuropejskie.gov.pl/english/>  4. New Practical Guide to EU funding opportunities for research and innovation, <http://ec.europa.eu/research/regions/documents/publications/new_practical_guide.pdf> | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | tak – treści zawarte w tym sylabusie znajdują odzwierciedlenie w przedmiotach prowadzonych w j. polskim tj*: Kapitał Ludzki w Projektach Unijnych, Administrowanie projektami unijnymi, Fundusze unijne* na Wydziale Zamiejscowym UE w Dzierżoniowie. |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | ***Macroeconomics*** | |
| ***Lecture hours:*** | *30 hours* | |
| ***Study period:*** | *Winter or Summer* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Multiple choice test* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *None* | |
| ***Course content:*** | *1. Introduction – research area, review of main theories and*  *definitions*  *2. National income accounting*  *3.Simple economy model*  *4. Economic growth and development*  *4. Consumption functions and consumption demand theories*  *5. Investment – investment project evaluation, model of accelerator,*  *some other theories of investment*  *6. Fiscal policy – function, brief overview of the tax system in Poland, Laffer curve, government spending, crowding out, deficit, Public Debt*  *EU’s budget, fiscal policy in selected countries*  *7. Monetary policy – instruments, effectiveness, central banks (National Bank of Poland, Fed, European Central Bank)*  *8. Money – functions, demand and supply*  *9.The IS-LM model*  *10. The AS-AD model*  *11. Inflation*  *12. Unemployment; the tradeoffs between unemployment and inflation*  *13. The Open Economy – analysis of balance of*  *payments, protectionism, exchange rate regimes, globalization* | |
| ***Learning outcomes:*** | *Understanding basic macroeconomic concepts and ability to use various elementary macroeconomic models (simple economy, IS-LM and AS-AD). Students get perspective on recent macroeconomic developments and can analyze current state of global economy.* | |
| ***Contact person:*** | *Dr Wiktor Szydło (e-mail: wiktor.szydlo@ue.wroc.pl)* | |
| ***Literature:*** | - *R. Dornbusch, S. Fischer, R. Startz, Macroeconomics, McGraw-Hill (9th*  *international edition, 2004)*  - *N.Gregory Mankiw, Macroeconomics - 4th ed. - New York, NY : Worth Publishers, 2000*  Recent texts and articles on the subject given to students | |
| ***Faculty:*** | *Course for all faculties* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Partly* | *Makroekonomia*  *Wydział Inżynieryjno-Ekonomiczny*  *kierunek: all*  *specjalność: all*  *rok: 1 lub 2* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | **Overview of Polish, EU and World Economy** | |
| ***Lecture hours:*** | *Lectures – 8 h* | |
| ***Study period:*** | *Winter or Summer* | |
| ***Level:*** | *Specialized* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Short essay* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *None* | |
| ***Course content:*** | Analysis of national accounts of selected countries (with special attention to the EU member states and the US).  Recent developments – booms, busts, speculative bubbles, flight of capital, exchange rate regimes, deficits, etc.  Analysis of certain emerging economies in Central and Eastern Europe and Latin America (problems with the transition to the market economy, hyperinflation or chronic inflation, etc).  Tiger economies and BRIC countries (brief discussion on recent developments).  Examination of selected developed economies (the USA, Japan, the UK, Spain, etc). | |
| ***Learning outcomes:*** | *Students get perspective on recent economic developments in selected countries and can analyze and assess the current state of global economy (mainly from the macroeconomic standpoint).* | |
| ***Contact person:*** | *Dr Wiktor Szydło (e-mail: wiktor.szydlo@ue.wroc.pl)* | |
| ***Literature:*** | * Various sources – in most cases recent texts and articles on the subject | |
| ***Faculty:*** | Course for all faculties | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *No* |  |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | **Global Economy and the Crisis** | |
| ***Lecture hours:*** | *Lectures – 6 h* | |
| ***Study period:*** | *Winter or Summer* | |
| ***Level:*** | *Specialized* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Short essay* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Interest in current socio-economic situation is welcomed* | |
| ***Course content:*** | 1. Discussion on current macroeconomic policies employed in the US and euro area in connection with the current crisis. 2. Critical analysis of various theories concerning the Great Recession (neoliberal, Keynesian, Austrian, heterodox and other explanations of the crisis) 3. Socio-economic consequences of the Great Recession and economic policies employed in recent years | |
| ***Learning outcomes:*** | *Students get perspective on the latest debate concerning the global financial crisis of 2007-2009.*  *Better understanding of the current state of the global economy and macroeconomic policy* | |
| ***Contact person:*** | *Dr Wiktor Szydło (e-mail: wiktor.szydlo@ue.wroc.pl)* | |
| ***Literature:*** | Various sources | |
| ***Faculty:*** | Course for all faculties | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *No* |  |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *Challenges of Economic Globalization* | |
| ***Lecture hours:*** | *15 (lectures)* | |
| ***Study period:*** | *winter and spring* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *attendance, written project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *principles of Macroeconomics and Microeconomics* | |
| ***Course content:*** | *Globalization of the XXI century - evolution of the process, key features, challenges*  *Intellectual property and its limits*  *International capital movement - key challenges*  *Resource curse - fatal transactions and development of African states*  *Reforming global reserve system*  *Corporate governance*  *Regionalization of trade*  *Pillars of the global governance* | |
| ***Learning outcomes:*** | *Knowledge:*  *Student defines globalization, its actors and determinants*  *Student distinguishes between different aspects of global problems and phenomenon*  *Student identifies motives and alternatives of certain actions undertaken across the borders*  *Skills:*  *Student anticipates consequences of actions undertaken by different actors with supranational implications*  *Student criticizes and discusses social and environmental context of activities by international business and institutions*  *Student verifies utility of various improvements of global governance*  *Competences:*  *Student is sensitive to social and environmental aspects of economic globalization*  *Student is able to manage changes and adjustments induced by external determinants*  *Student is a credible and creative member of working groups challenging international economic issues* | |
| ***Contact person:*** | *dr Sebastian Bobowski; sebastian.bobowski@gmail.com* | |
| ***Literature:*** | * *J. E. Stiglitz, Making globalization work, Oxford University Press, 2006* * *P. Krugman, M. Obstfeld, International Economics. Theory and Policy 8th Edition),* *Addison Wesley Publishing Company, 2009* * *J. E. Stiglitz, Globalization and Its Discontents, Oxford University Press, 2004* * *A. Charlton, J. E. Stiglitz, Fair trade for all. How trade can promote development, Oxford University Press, 2005* * *The Financial Times, The Economist, BBC News, and The International Herald Tribune* * *IMF, WTO, OECD, WSF, WEF, UN, G20, EU, ADB websites* | |
| ***Faculty:*** | *all students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | ***tak*** | *How to Improve Mechanism of Globalization* |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *Global Resourcing in International Business* | |
| ***Lecture hours:*** | *15 (lectures)* | |
| ***Study period:*** | *winter and spring* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *attendance, written exam* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics, Macroeconomics, International Economics, International Business* | |
| ***Course content:*** | *Globalization of 21st century, its determinants and barriers, characteristics of internationalization process.*  *The importance of transnational corporations in global economy.*  *A theoretical aspects of resources and its allocation.*  *Micro (enterprise) and macro (state) approach to global resourcing and paradigm of sustainable development.*  *Resources and transnational corporation' strategy – orientation of investors, national economies' resources.*  *Determinants of locating foreign direct investments, the role of intellectual capital and clusters.*  *Social responsibility of business and global resourcing, the role of consumption and international financial system in global economy.*  *The importance of resources within new paradigm of economic development in context of global processes' reform, implications for national economies.* | |
| ***Learning outcomes:*** | *Knowledge:*  *Student defines various categories of national economies' resources, characterizes strategic resources from the perspective of international business*  *Student identifies location advantages of various national economies and regions*  *Student explains the nature of coordinating role of transnational corporations within global economic system*  *Student explains the nature of corporate social responsibility and paradigm of sustainable development*  *Skills:*  *Student analyzes strategic decisions of transnational corporations in the context of global resourcing*  *Student points out social implications of international business' activities*  *Student discusses the role of consumption in the global economy of XXI century*  *Student anticipates consequences of international financial system's reform*  *Competences:*  *Student evaluates carefully potential non-economic implications of globalization process*  *Student appreciates the role of human capital and knowledge in the modern economic system*  *Student is sensitive to social dimension of transnational corporations' activities*  *Student is sensitive to various aspects of sustainable development and social justice* | |
| ***Contact person:*** | *dr Sebastian Bobowski; sebastian.bobowski@gmail.com* | |
| ***Literature:*** | * *Dunning J.H., Towards a new paradigm of development: Implications for determinants of international business, Transnational Corporations, vol. 15, No 1, April 2006* * *J. E. Stiglitz, Globalization and Its Discontents, Oxford University Press, 2004* * *Stiglitz J.E., Making globalization work, Oxford University Press, 2006* * *Krugman P., Obstfeld M., International Economics: Theory and Policy (8th edition). Boston: Pearson 2009* * *The Financial Times, The Economist, BBC News, and The International Herald Tribune* * *IMF, WTO, OECD, WSF, WEF, UN, G20, EU, ADB websites* | |
| ***Faculty:*** | *all students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | ***tak*** | ***Global Resourcing w Biznesie Międzynarodowym*** |

|  |  |  |
| --- | --- | --- |
| ***Title:*** | *International Economics* | |
| ***Lecture hours:*** | *30h (lectures) + 30h (workshops)* | |
| ***Study period:*** | *Winter and Spring semester* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Teamwork (workshops) Written examination (lectures)* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Principles of macroeconomics and microeconomics* | |
| ***Course content:*** | *The course will examine the following subjects:*   * *the reasons for international trade:* * *early trade theories;* * *classical theories based on the principle of comparative advantage;* * *neoclassical trade theories;* * *new trade theories;* * *international factor movements:* * *labour movements;* * *capital and technology movements;* * *foreign direct investment and multinationals;* * *international trade policy:* * *the instruments of trade policy;* * *free trade versus protectionism;* * *international financial markets:*   *- international financial instruments;*  *- foreign exchange market;*  *- various exchange rate regimes;*  *- exchange rates and open-economy macroeconomics;*  *- the international monetary system;*  *- capital flows and financial crises;*   * *the balance of payments accounts;* * *international economic integration:*   *- theoretical aspects of economic integration;*  *- examples of trade blocs in America and Asia;*  *- the European Union;*   * *international economic institutions such as the World Bank, the International Monetary Fund, the World Trade Organization;* * *economic globalization:* * *causes, consequences and challenges of the globalization process;* * *international competitiveness of countries and companies in the global economy;* * *the impact of globalization on developed and developing countries;* * *the European Union in the global economy - with special reference to Poland;* | |
| ***Learning outcomes:*** | *Knowledge:*  *Robust knowledge (based on the strong micro- and macro-foundations) of theoretical aspects of international trade and financial markets, their determinants and effects on countries, businesses and individuals. Logical understanding of the topics covered during the classes and their implications for the real complex world.*  *Skills:*  *At the end of the course students should be able to:*  *- explain why countries engage in international exchange of goods and services;*  *- discuss advantages and disadvantages of free trade vs. protectionism (trade policy tools);*  *- discuss international mobility of people, capital , goods and services in the context of globalisation process and economic integration;*  *- discuss the main aspects of international finance.*  *Competences:*  *Competences in microeconomic and macroeconomic analysis of the international issues. Understanding, evaluating and suggesting solutions to important international economic problem.* | |
| ***Contact person:*** | *dr Zbigniew Mogiła -* [mogila@poczta.onet.pl](mailto:mogila@poczta.onet.pl)*; dr Sebastian Bobowski* – [sebastian.bobowski@g](mailto:sebastian.bobowski@onet.eu)mail.com | |
| ***Literature:*** | 1. *Appleyard D., Field A.,Cobb S., International Economics, McGraw-Hill, 2005;* 2. *Carbaugh R., International Economics,International Thomson Publishing*, *2006.* 3. *Krugman P., Obstfeld M., International Economics. Theory and Policy 8th Edition),* *Addison Wesley Publishing Company, 2009;* 4. [Międzynarodowe stosunki gospodarcze](http://www.profinfo.pl/x_C_I__P_40118574__LL_0__PZTA_2E.html)*, red. J. Rymarczyk, Polskie Wydawnictwo Ekonomiczne, Warszawa 2006;* 5. *Współczesna gospodarka światowa, red. A. B. Kisiel-Łowczyc, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2000.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *tak* | *Międzynarodowe Stosunki Gospodarcze, I rok studiów II stopnia na specjalności Biznes Międzynarodowy, wydział NE* |