

COURSES OFFERED ERASMUS STUDENTS IN ACADEMIC YEAR 2011/12

Introduction

Courses can be planned in Fall (Autumn) semester (October-January) or in Spring semester (February-June) or in Full year (one course continued in both semesters). Notice: usually in Polish universities semesters are called in another way: Fall=Winter and Spring=Summer.

Economics, International Relations and Social Sciences

<i>N^o</i>	<i>Code</i>	<i>Title</i>	<i>Person</i>	<i>ECTS</i>	<i>Hours</i>	<i>Term</i>	<i>Kopia</i>
	<i>BPE 11/12</i>	<u>BUSINESS ETHICS</u>	Karol Fjałkowski	2	15	<i>Fall or Spring</i>	<i>nie</i>
	<i>CAG 11/12</i>	<u>CULTURAL ASPECTS OF GLOBALISATION</u>	Lewis Jillings	4	30	<i>Fall</i>	<i>nie</i>
	<i>ECGL 11/12</i>	<u>ECONOMIC GLOBALISATION: CONCEPT, INDICATORS AND GOVERNANCE PROBLEMS</u>	Bożena Baborska	2	15	<i>Fall or Spring</i>	<i>nie</i>
	<i>EPO 11/12</i>	<u>ECONOMIC POLICY</u>	Jerzy Ładysz	4	30	<i>Spring</i>	<i>tak</i>
	<i>EPOTP 11/12</i>	<u>ECONOMIC POLICY. THEORY AND PRACTICE</u>	Joanna Jahn	4	30	<i>Fall or spring</i>	<i>tak</i>
	<i>EEI 11/12</i>	<u>ECONOMICS OF THE EUROPEAN INTEGRATION</u>	Jerzy Ładysz	4	30	<i>Spring</i>	<i>tak</i>
	<i>EOR 11/12</i>	<u>ECONOMICS OF RELIGION</u>	Karol Fjałkowski	2	15	<i>Fall or Spring</i>	<i>nie</i>
	<i>EOT 11/12</i>	<u>ECONOMICS OF TRANSITION</u>	Ewa Pancer-Cybulska, Łukasz Olipra	4	30	<i>Fall Or spring</i>	<i>nie</i>
	<i>EMIB 11/12</i>	<u>EMERGING ECONOMICS IN INTERNATIONAL BUSINESS</u>	Artur Klimek	4	30	<i>Fall Or spring</i>	<i>tak</i>
	<i>EUINT 11/12</i>	<u>EUROPEAN INTEGRATION</u>	Anna Jenik	4	30	<i>Fall or Spring</i>	<i>tak</i>
	<i>GRIB 11/12</i>	<u>GLOBAL RESOURCING IN INTERNATIONAL BUSINESS</u>	Sebastian Bobowski	4	30	<i>Spring</i>	<i>tak</i>
	<i>HIG 11/12</i>	<u>HOW TO IMPROVE MECHANISM OF GLOBALIZATION?</u>	Sebastian Bobowski	2	15	<i>Fall or Spring</i>	<i>tak</i>
	<i>INOR 11/12</i>	<u>INDUSTRIAL ORGANISATION</u>	Mikołaj Klimczak	4	30	<i>Fall or Spring</i>	<i>tak</i>
	<i>INSEC 11/12</i>	<u>INSTITUTIONAL ECONOMICS</u>	Bożena Baborska	2	15	<i>Fall or Spring</i>	<i>nie</i>
	<i>IAT 11/12</i>	<u>INTERNATIONAL AIR TRANSPORT</u>	Łukasz Olipra	4	30	<i>Fall or Spring</i>	<i>nie</i>
	<i>INB 11/12</i>	<u>INTERNATIONAL BUSINESS</u>	Thomas P. Verney	6	45	<i>Spring</i>	<i>nie</i>

<i>INBU</i> <i>11/12</i>	<u>INTERNATIONAL BUSINESS</u>	Artur Klimek	4	30	<i>Fall or Spring</i>	<i>tak</i>
<i>INBSG</i> <i>11/12</i>	<u>INTERNATIONAL BUSINESS SIMULATION GAME</u>	Anna Witek-Crabb, Joanna Radomska	4	24	<i>Fall or spring</i>	<i>nie</i>
<i>ICE</i> <i>11/12</i>	<u>INTERNATIONAL COMPARATIVE ECONOMICS</u>	Łukasz Olipra	4	30	<i>Fall or spring</i>	<i>tak</i>
<i>INTEC</i> <i>11/12</i>	<u>INTERNATIONAL ECONOMICS</u>	Zbigniew Mogiła, Sebastian Bobowski	7	60	<i>Fall or Spring</i>	<i>tak</i>
<i>INHRM</i> <i>11/12</i>	<u>INTERNATIONAL HUMAN RESOURCE MANAGEMENT</u>	Thomas P.Verney	6	45	<i>Spring</i>	<i>nie</i>
<i>INMAN</i> <i>11/12</i>	<u>INTERNATIONAL MANAGEMENT</u>	Thomas P.Verney	6	45	<i>Spring</i>	<i>nie</i>
<i>INMARG</i> <i>11/12</i>	<u>INTERNATIONAL MARKETING</u>	Thomas P.Verney	4	30	<i>Spring</i>	<i>nie</i>
<i>INMAR</i> <i>11/12</i>	<u>INTERNATIONAL MARKETING</u>	Aleksandra Kuźmińska-Haberla	4	30	<i>Fall or Spring</i>	<i>tak</i>
<i>INOR</i> <i>11/12</i>	<u>INTERNATIONAL ORGANIZATIONS</u>	Joanna Kenc	4	30	<i>Fall or spring</i>	<i>nie</i>
<i>INTRD</i> <i>11/12</i>	<u>INTERNATIONAL TRADE</u>	Sebastian Bobowski	2	15	<i>Fall or Spring</i>	<i>nie</i>
<i>INTIS</i> <i>11/12</i>	<u>INTERNATIONAL TRADE IN SERVICES</u>	Magdalena Rudnicka	4	30	<i>Spring</i>	<i>nie</i>
<i>ILGR</i> <i>11/12</i>	<u>INTRODUCTION À LA GESTION DES RESSOURCES HUMAINES</u>	Agnieszka Jagoda	4	30	<i>Fall or Spring</i>	<i>nie</i>
<i>LORGF</i> <i>11/12</i>	<u>LOCAL AND REGIONAL GOVERNMENT FINANCE</u>	Jarosław Olejniczak	2	15	<i>Fall or Spring</i>	<i>tak</i>
<i>MACR</i> <i>11/12</i>	<u>MACROECONOMICS</u>	Wiktor Szydło	7	60	<i>Fall or Spring</i>	<i>tak</i>
<i>MANEC</i> <i>11/12</i>	<u>MANAGERIAL ECONOMICS</u>	Mikołaj Klimczak	4	30	<i>Fall</i>	<i>tak</i>
<i>MES</i> <i>11/12</i>	<u>METHODOLOGY OF ECONOMIC SCIENCE</u>	Mikołaj Klimczak	4	30	<i>Spring</i>	<i>nie</i>
<i>MONP</i> <i>11/12</i>	<u>MONETARY POLICY</u>	Radosław Kurach	2	15	<i>Fall or Spring</i>	<i>nie</i>
<i>OPEU</i> <i>11/12</i>	<u>OVERVIEW OF POLISH, EU AND WORLD ECONOMY</u>	Wiktor Szydło	2	10	<i>Fall or Spring</i>	<i>tak</i>
<i>PRMAC</i> <i>11/12</i>	<u>PRINCIPLES OF MACROECONOMICS</u>	Radosław Kurach	6	45	<i>Fall or Spring</i>	<i>tak</i>
<i>PSE</i> <i>11/12</i>	<u>PUBLIC SECTOR ECONOMICS</u>	Marcin Brol	2	15	<i>Fall or Spring</i>	<i>tak</i>
<i>RARC</i> <i>11/12</i>	<u>REGIONALISM AND REGIONAL COOPERATION</u>	Joanna Kenc	4	30	<i>Fall or Spring</i>	<i>nie</i>

RERP 11/12	<u>REGIONAL ECONOMICS AND REGIONAL POLICY</u>	Anna Jenik	2	15	<i>Fall or Spring</i>	<i>tak</i>
SUMKB 11/12	<u>SCIENCE AND UNIVERSITY MODELS IN TERMS OF KNOWLEDGE-BASED ECONOMIES</u>	Elżbieta Pohulak-Żołędowska	3	20	<i>Spring</i>	<i>nie</i>
SPO 11/12	<u>SOCIAL POLICY</u>	Stanisław Kamiński	2	15	<i>Spring</i>	<i>tak</i>
TCEIB 11/12	<u>THE CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS</u>	Aleksandra Kuźmińska-Haberla	2	15	<i>Fall or Spring</i>	<i>tak</i>
TRUN 11/12	<u>THE ROLE OF UNITED NATIONS IN GLOBAL SECURITY</u>	Joanna Jahn	4	30	<i>Fall or Spring</i>	<i>nie</i>

Finance, Accounting and Banking

N^o	Code	Title	Person	ECTS	Hours	Term	Kopia
	BUJB 11/12	<u>ACCOUNTANCY – BUSINESS LANGUAGE</u>	Joanna Koczar	4	30	<i>Fall or Spring</i>	<i>nie</i>
	AUFSF 11/12	<u>ANALYSIS, USING AND UNDERSTANDING FINANCIAL STATEMENTS OF THE FIRM</u>	Grzegorz Michalski	3	20	<i>Fall and Spring</i>	<i>nie</i>
	BUBU 11/12	<u>BUSINESS BUDGETING</u>	Joanna Dyczkowska	4	30	<i>Fall or Spring</i>	<i>nie</i>
	CFLM 11/12	<u>CASH AND FINANCIAL LIQUIDITY MANAGEMENT</u>	Grzegorz Michalski	3	20	<i>Spring</i>	<i>nie</i>
	CTP 11/12	<u>COMPANY TAXATION IN POLAND</u>	Krzysztof Biernacki	4	30	<i>Fall or Spring</i>	<i>tak</i>
	CON 11/12	<u>CONTROLLING</u>	Tomasz Dyczkowski	4	30	<i>Fall or Spring</i>	<i>nie</i>
	CORG 11/12	<u>CORPORATE GOVERNANCE</u>	Dominika Fijałkowska	4	30	<i>Fall or spring</i>	<i>tak</i>
	COVAL 11/12	<u>CORPORATE VALUATION</u>	Bartłomiej Nita	3	20	<i>Fall or Spring</i>	<i>tak</i>
	CBAI 11/12	<u>COST-BENEFIT ANALYSIS OF INVESTMENT PROJECTS</u>	Magdalena Ligus	3	20	<i>Fall or Spring</i>	<i>nie</i>
	CAM 11/12	<u>CURRENT ASSETS MANAGEMENT: VALUE BASED WORKING CAPITAL DECISIONS</u>	Grzegorz Michalski	3	20	<i>Fall</i>	<i>nie</i>
	ENRM 11/12	<u>ENTERPRISE RISK MANAGEMENT</u>	Tomasz Słoński, Karolina	4	30	<i>Spring</i>	<i>nie</i>

			Daszyńska-Żygadło				
	<i>FAFI</i> <i>11/12</i>	<u>FAMILY FINANCE MANAGEMENT</u>	Grzegorz Michalski	3	20	<i>Fall</i>	<i>nie</i>
	<i>FAAN</i> <i>11/12</i>	<u>FINANCIAL ANALYSIS</u>	Batłomiej Nita	3	20	<i>Fall or Spring</i>	<i>tak</i>
	<i>FIMA</i> <i>11/12</i>	<u>FINANCIAL MANAGEMENT</u>	Tomasz Słoński, Karolina Daszyńska-Żygadło	7	60	<i>Fall</i>	<i>tak</i>
	<i>FMNO</i> <i>11/12</i>	<u>FINANCIAL MANAGEMENT FOR NONPROFIT ORGANIZATIONS</u>	Grzegorz Michalski	3	20	<i>Spring</i>	<i>nie</i>
	<i>FIPL</i> <i>11/12</i>	<u>FINANCIAL PLANNING</u>	Tomasz Słoński, Karolina Daszyńska-Żygadło	4	30	<i>Spring</i>	<i>nie</i>
	<i>FFD</i> <i>11/12</i>	<u>FINANCING DECISIONS</u>	Tomasz Słoński, Karolina Daszyńska-Żygadło	4	30	<i>Spring</i>	<i>nie</i>
	<i>FIIN</i> <i>11/12</i>	<u>FINANZA INNOVATIVA</u>	Dominika Fijałkowska	2	15		<i>nie</i>
	<i>FOOI</i> <i>11/12</i>	<u>FISCAL OPTIMISATION OF INDIVIDUALS</u>	Alicja Brodzka	2	15	<i>Fall or Spring</i>	<i>tak</i>
	<i>GEAF</i> <i>11/12</i>	<u>GREEN ECONOMY AND FINANCE</u>	Bożena Ryszawska - Grzeszczak	3	18	<i>Spring</i>	<i>nie</i>
	<i>INTEL</i> <i>11/12</i>	<u>INTRODUCTION TO EUROPEAN TAX LAW</u>	Alicja Brodzka	4	30	<i>Fall or Spring</i>	<i>nie</i>
	<i>INTIF</i> <i>11/12</i>	<u>INTRODUCTION TO ISLAMIC FINANCE</u>	Jacek Karwowski, Hanna Kociemska	4	30	<i>Spring</i>	<i>nie</i>
	<i>IACBD</i> <i>11/12</i>	<u>INVESTMENT DECISIONS</u>	Tomasz Słoński, Karolina Daszyńska-Żygadło	4	30	<i>Fall</i>	<i>nie</i>
	<i>LCA</i> <i>11/12</i>	<u>LCA-ELCC –LIFE CYCLE ASSESSMENT AND ENVIRONMENTAL LIFE CYCLE COSTING</u>	Michał Biernacki	2	15	<i>Spring</i>	<i>nie</i>
	<i>MAFI</i> <i>11/12</i>	<u>MANAGEMENT ACCOUNTING IN FINANCIAL</u>	Magdalena Chmielowiec-Lewczuk	4	30	<i>Fall or spring</i>	<i>nie</i>

		<u>INSTITUTIONS</u>					
	<i>MACO</i> <i>11/12</i>	<u>MARKETING</u> <u>CONTROLLING</u>	Marta Nowak	4	30	<i>Fall or</i> <i>Spring</i>	<i>nie</i>
	<i>PUFI</i> <i>11/12</i>	<u>PUBLIC FINANCE</u>	Wiktor Szydło	4	30	<i>Fall or</i> <i>Spring</i>	<i>nie</i>
	<i>SMA</i> <i>11/12</i>	<u>STRATEGIC</u> <u>MANAGEMENT</u> <u>ACCOUNTING</u>	Bartłomiej Nita	3	20	<i>Fall or</i> <i>Spring</i>	<i>nie</i>
	<i>STPF</i> <i>11/12</i>	<u>STRATEGIC PUBLIC</u> <u>FINANCE</u>	Bożena Ryszawska - Grzeszczak	4	30	<i>Spring</i>	<i>tak</i>
	<i>VAL</i> <i>11/12</i>	<u>VALUATION</u>	Tomasz Słoński, Karolina Daszyńska- Żygadło	4	30	<i>Spring</i>	<i>nie</i>

Informatics (Computer Science), Quantitative Methods and Technology

<i>N°</i>	<i>Code</i>	<i>Title</i>	<i>Person</i>	<i>ECTS</i>	<i>Hours</i>	<i>Term</i>	<i>Kopia</i>
	<i>ADIBA</i> <i>11/12</i>	<u>ALGORITHM DESIGN</u> <u>IN BUSINESS</u> <u>APPLICATION</u>	Radosław Rudek	4	30	<i>Fall or</i> <i>Spring</i>	<i>nie</i>
	<i>AIFE</i> <i>11/12</i>	<u>ARTIFICIAL</u> <u>INTELLIGENCE IN</u> <u>FINANCE AND</u> <u>ECONOMICS</u>	Jerzy Korczak, Mieczysław L.Owoc	4	30	<i>Fall</i>	<i>tak</i>
	<i>BOLIS</i> <i>11/12</i>	<u>BASICS OF LOGISTICS</u> <u>IN SAP ERP</u>	Marek Kośny	2	15	<i>Fall or</i> <i>Spring</i>	<i>tak</i>
	<i>BUFO</i> <i>11/12</i>	<u>BUSINESS</u> <u>FORECASTING</u>	Aleksandra Szpulak, Ewa Szabela- Pasierbińska	3	24	<i>Spring</i>	<i>tak</i>
	<i>BPM</i> <i>11/12</i>	<u>BUSINESS PROCESS</u> <u>MANAGEMENT</u>	Andrzej Niesler	4	30	<i>Fall</i>	<i>tak</i>
	<i>DAB</i> <i>11/12</i>	<u>DATABASES</u>	Mieczysław L. Owoc	4	30	<i>Fall or</i> <i>Spring</i>	<i>tak</i>
	<i>DAMI</i> <i>11/12</i>	<u>DATA MINING</u>	Jerzy Korczak, Mieczysław L. Owoc	6	45	<i>Fall</i>	<i>tak</i>
	<i>DSS</i> <i>11/12</i>	<u>DECISION SUPPORT</u> <u>SYSTEMS</u>	Jerzy Korczak, Krzysztof Michalak	4	30	<i>Spring</i>	<i>tak</i>
	<i>DFE</i> <i>11/12</i>	<u>DYNAMIC AND</u> <u>FINANCIAL</u> <u>ECONOMETRICS</u>	Józef Dziechciarz, Anna Król	4	30	<i>Fall or</i> <i>Spring</i>	<i>tak</i>
	<i>ECMR</i> <i>11/12</i>	<u>ECONOMETRICS</u>	Józef Dziechciarz, Anna Król	4	30	<i>Fall or</i> <i>Spring</i>	<i>tak</i>

	FIFOR 11/12	FINANCIAL FORECASTING	Aleksandra Szpulak	3	20	Fall Or Spring	nie
	FOBI 11/12	FUNDAMENTALS OF BUSINESS INFORMATICS	Leszek Maciaszek	6	50	Fall Or Spring	tak
	MNIS 11/12	INFORMATION SYSTEMS FOR SUCCESSFUL MANAGERS	Jacek Unold	4	30	Fall or Spring	nie
	INTE 11/12	INFORMATION TECHNOLOGIES	Jerzy Korczak, Radosław Rudek	6	45	Fall	tak
	MRIS 11/12	MARKETING INFORMATION SYSTEMS	Jacek Unold	4	30	Fall or Spring	nie
	MARRE 11/12	MARKETING RESEARCH	Klaudia Przybysz,	4	30	Fall Or Spring	tak
	MODA 11/12	METHODS OF DATA ANALYSIS	Klaudia Przybysz,	4	30	Fall Or Spring	tak
	MFD 11/12	MINING OF FINANCIAL DATABASES	Jerzy Korczak	4	30	Spring	tak
	MIM 11/12	MODERN INFORMATION MANAGEMENT	Jacek Unold	4	30	Fall Or Spring	nie
	NNAEA 11/12	NEURAL NETWORKS AND EVOLUTIONARY ALGORITHMS	Jerzy Korczak	4	30	Spring	tak
	PROB 11/12	PROBABILITY	Albert Gardoń	4	30	Fall or Spring	tak
	PMMSP 11/12	PROJECT MANAGEMENT IN MS PROJECT	Marek Kośny	2	15	Fall Or Spring	nie
	STAC 11/12	STATISTICS	Albert Gardoń	4	30	Fall or Spring	tak
	SAD 11/12	SYSTEMS ANALYSIS AND DESIGN	Leszek Maciaszek	6	50	Fall Or Spring	tak

Management Sciences

N ^o	Code	Title	Person	ECTS	Hours	Term	Kopia
	BRMA 11/12	BRAND MANAGEMENT	Ryszard Kłeczek	4	30	Spring	tak
	BUCO 11/12	BUSINESS CONSULTING	Anna Witek-Crabb	2	15	Spring	nie
	BCM 11/12	BUSINESS CREATIVITY MODULE	Tomasz Dyczkowski	4	30	Fall or Spring	nie
	BGT 11/12	BUSINESS GAME - TOPTEAM	Łukasz Wawrzynek,	4	24	Fall or Spring	tak

			Grzegorz Bełz				
	BUNE <i>11/12</i>	<u>BUSINESS NEGOTIATIONS</u>	Adela Barabasz, Arkadiusz Wierzbic	4	30	<i>Fall</i>	<i>tak</i>
	BUST <i>11/12</i>	<u>BUSINESS STRATEGY</u>	Katarzyna Piórkowska	4	30	<i>Fall</i>	<i>tak</i>
	COMA <i>11/12</i>	<u>CONCEPTS OF MANAGEMENT</u>	Jakub Drzewiecki	7	60	<i>Fall or Spring</i>	<i>tak</i>
	CSA <i>11/12</i>	<u>CREATIVE STRATEGY IN ADVERTISING</u>	Ryszard Kłeczek	4	30	<i>Spring</i>	<i>tak</i>
	CMAN <i>11/12</i>	<u>CRISIS MANAGEMENT</u>	Joanna Dyczkowska	2	15	<i>Fall or Spring</i>	<i>nie</i>
	CCIM <i>11/12</i>	<u>CULTURAL CONTEXT OF THE INTERNATIONAL MANAGEMENT</u>	Sylwia Przytuła	2	15	<i>Fall or Spring</i>	<i>nie</i>
	DAM <i>11/12</i>	<u>DECISION ANALYSIS FOR MANAGEMENT</u>	Ewa Konarzewska-Gubała	4	30	<i>Spring</i>	<i>nie</i>
	ENTR <i>11/12</i>	<u>ENTREPRENEURSHIP</u>	Joanna Radomska	4	30	<i>Fall or Spring</i>	<i>nie</i>
	GENMA <i>11/12</i>	<u>GENERAL MANAGEMENT</u>	Witold Szumowski, Grzegorz Krzos	4	30	<i>Spring</i>	<i>tak</i>
	GENMAN <i>11/12</i>	<u>GENERAL MANAGEMENT</u>	Katarzyna Piórkowska	4	30	<i>Winter</i>	<i>tak</i>
	HRM <i>11/12</i>	<u>HUMAN RESOURCES MANAGEMENT</u>	Marzena Stor	5	38	<i>Fall</i>	<i>tak</i>
	IHRM <i>11/12</i>	<u>INTERNATIONAL HUMAN RESOURCES MANAGEMENT (E-LEARNING)</u>	Sylwia Przytuła	4	30	<i>Fall or Spring</i>	<i>nie</i>
	IBC <i>11/12</i>	<u>INTERPERSONAL BUSINESS COMMUNICATION</u>	Marzena Stor	4	30	<i>Fall or Spring</i>	<i>tak</i>
	KDINE <i>11/12</i>	<u>KNOWLEDGE DIFFUSION IN THE INTERNATIONAL NETWORK OF ENTERPRISES</u>	Kazimierz Perechuda	4	30	<i>Fall or Spring</i>	<i>nie</i>
	KMIE <i>11/12</i>	<u>KNOWLEDGE MANAGEMENT IN THE INTERNATIONAL ENTERPRISE</u>	Kazimierz Perechuda	4	30	<i>Fall or Spring</i>	<i>nie</i>
	LSCM <i>11/12</i>	<u>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</u>	Jarosław Witkowski, Bartłomiej Rodawski,	4	30	<i>Fall or Spring</i>	<i>tak</i>

			Paweł Hanczar				
	LOIB 11/12	<u>LOYALTY IN BUSINESS</u>	Katarzyna Piórkowska	2	15	Fall	nie
	MWIMO 11/12	<u>MANAGER'S WORK IN A MODERN ORGANISATION</u>	Maja Prudzienica	2	15	Spring	tak
	MAMA 11/12	<u>MARKETING MANAGEMENT</u>	Ryszard Kłeczek	4	30	Fall	tak
	MOAWST 11/12	<u>METHODOLOGY OF ANALYSIS AND WRITING OF SCIENTIFIC TEXTS (THESES) IN MANAGEMENT</u>	Ryszard Kłeczek	4	30	Fall or Spring	nie
	PLMAR 11/12	<u>PLACE MARKETING</u>	Andrzej Raszkowski	2	15	Fall or Spring	tak
	PROMA 11/12	<u>PROJECT MANAGEMENT</u>	Ewa Konarzewska-Gubała	4	30	Spring	tak
	SAMA 11/12	<u>SALES MANAGEMENT</u>	Ryszard Kłeczek	4	30	Fall	tak
	SQM 11/12	<u>SERVICE QUALITY MANAGEMENT</u>	Cyprian Kozyra	2	15	Fall or Spring	tak
	SIHRM 11/12	<u>STRATEGIC INTERNATIONAL HUMAN RESOURCES MANAGEMENT (SIHRM)</u>	Marzena Stor	4	30	Spring	tak
	STMA 11/12	<u>STRATEGIC MANAGEMENT</u>	Ewa Stańczyk-Hugiet	4	30	Fall or Spring	tak
	STMAN 11/12	<u>STRESS MANAGEMENT</u>	Marta Nowak	4	30	Fall or Spring	nie
	TIC 11/12	<u>TOOLS OF THE INFLUENCE ON THE CUSTOMERS</u>	Aleksander Binsztok	2	15	Fall or Spring	nie
	TQM 11/12	<u>TOTAL QUALITY MANAGEMENT</u>	Ewa Konarzewska-Gubała	4	30	Fall or Spring	tak

Languages

N ^o	Code	Title	Person	ECTS	Hours	Term	Kopia
	POL 11/12	<u>POLISH LANGUAGE</u>	Halina Karaszewska Edyta Murawska-Klamut	3	60	Fall or Spring	nie

There is a possibility to select some foreign language course (English, German, French etc.) on at least an Intermediate level.

Economics, International Relations and Social Sciences

Title:	BUSINESS ETHICS
ECTS credits:	2
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:	<p>I Introduction to Business Ethics Morality and ethics; Scope, nature and purposes of Business Ethics</p> <p>II Ethical Theory – Tools, Concepts and their Application Utilitarianism; Kantian ethics; Personalism; Moral responsibility, Justice; Moral dilemmas; Psychological difficulties of ethical decisions</p> <p>III 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</p> <p>IV 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</p> <p>V Relations with Suppliers and Customers. Fair Competition Information in business relations; Marketing; Advertising; Consumer risk; Principles of positive competition; Fair and unfair competition</p> <p>VI 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</p> <p>VII Ethical Issues in International Business Moral relativism vs. moral universalism; Multinational corporations; Sweatshops and bribery; International business ethics initiatives</p> <p>VIII Making Ethics Work in Managing a Firm Tools of ethical management, Corporate culture, Codes of ethics, Structures and procedures, Problems of Corporate Social Responsibility</p>
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 Fjalkowski – karol.fjalkowski@ue.wroc.pl
Literature:	<p>Velasquez M.G., <i>Business Ethics. Concepts and Cases. Fourth Edition</i>, Prentice-Hall, 1998</p> <p>Snoeyenbos M., Almeder R., Humber J. (Eds.), <i>Business Ethics. Third Edition</i>, Prometheus Books, 2001</p> <p><i>An Introduction to Business Ethics</i>, Edited by G.D. Chryssides and J.K. Kaler, London 1993</p>
Faculty:	All

<i>czy przedmiot jest kopią przedmiotu prowadzonego na UE?</i>	<i>nie</i>
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<i>Title:</i>	Cultural Aspects of Globalisation
<i>ECTS credit:</i>	<i>4</i>
<i>Lecture hours:</i>	<i>30</i>
<i>Study period:</i>	<i>Fall</i>
<i>Level:</i>	<i>Basic</i>
<i>Location:</i>	<i>Wroclaw</i>
<i>Examination:</i>	
<i>Language:</i>	English
<i>Prerequisites:</i>	
<i>Course content:</i>	<p>This course aims to explore the current economic, political, and cultural integration of all nations into a single world system where there is unprecedented ease and speed of travel and communications. Globalisation is an age-old process, but has come since the end of the Cold War to be regarded as the dominant paradigm for international relations. This system most certainly extends far beyond finance and trade, to include wide-ranging cultural implications. Indeed, Globalisation raises profound ethical issues for nations and individuals alike.</p> <p>The importance of culture and identity within and across individual countries will be a principal focus, and we shall pay attention to the place of individuals in this process, through citizenship, culture, and ethical concerns: issues which relate to us personally and to the planet which we inhabit. The increasing migration of people and social problems which transcend borders (disease, organised crime, terrorism) call for closer study, as do the environment and the present food and energy crises, and we shall examine these as time permits.</p> <p>After brief examination of the international agencies which regulate the global economy, we shall consider the implications of these changes for the nation-state, which has previously been the dominant mode of political organisation and allegiance: is the nation-state losing its role as economic and legal authority is “denationalised” and passes both upwards to international organisations and downwards to private sector entities and markets largely exempt from political and social control?</p>
<i>Learning outcomes:</i>	Students will be expected to follow current affairs closely and participate fully in class discussion, drawing upon their experience, knowledge, and regular reading to reflect upon the implications of globalisation in their own lives and for the future of humankind. The course will aim to reflect students’ interests and priorities, and students are encouraged to raise relevant issues from other subjects they study or from study abroad for

	<p>inclusion in class discussion.</p> <p>Successful completion of the course should enhance students' ability to appreciate what the major consequences of actual existing globalisation are and whether the "system" is sustainable in its present configuration; and to evaluate the benefits and the costs of this "system" for those who win and for those who lose.</p>
Contact person:	Professor Lewis Jillings
Literature:	<p>Manfred B. Steger, <i>Globalization. A Very Short Introduction</i>, (Oxford UP), 2003</p> <p>Thomas L. Friedman, <i>The Lexus and the Olive Tree: Understanding Globalization</i>, (Farrar, Strauss and Giroux; and Oxford University Press), 1999, 2000</p> <p>Thomas L. Friedman, <i>The World is Flat 3.0. A Brief History of the Twenty First Century</i>, (Farrar, Strauss and Giroux), 2005</p> <p>Nigel Dower, <i>An Introduction to Global Citizenship</i>, (Edinburgh University Press), 2003</p> <p>Joseph E. Stiglitz, <i>Globalization and its Discontents</i>, (W. W. Norton), 2002</p> <p>Jagdish Bhagwati, <i>In Defense of Globalization</i>, (Oxford University Press), 2007</p> <p>Daniele Archibugi, <i>The Global Commonwealth of Citizens. Toward Cosmopolitan Democracy</i>, (Princeton University Press), 2008</p> <p>Walter C. Opello & Stephen J. Rosow, <i>The Nation State and Global Order. A Historical Introduction to Contemporary Politics</i>, (Lynne Rienner Publishers), 2004</p> <p>J. Michael Adams & Angelo Carfagna, <i>Coming of Age in a Globalized World. The Next Generation</i>, (Kumarian Press), 2006</p> <p>Saskia Sassen, <i>The Global City: New York, London, Tokyo</i>. (2001)</p> <p>Saskia Sassen, <i>A Sociology of Globalization</i> (Contemporary Societies Series) (2007)</p> <p>Homi K. Bhabha, <i>The Location of Culture</i> (Routledge Classics) (2004)</p>
Faculty:	all

Title:	Economic Policy
ECTS credit:	4
Lecture hours:	30 h - lectures
Study period:	Spring semester
Level:	Basic
Location:	Wrocław or/and Jelenia Góra
Examination:	A final written test in class, or a research project of about 15 pages on a

	topic to be agreed between the student and lecturer. There are two kinds of projects: a) the analysis of empirical macroeconomic data about a given set of events relevant as economic policy and its results (ex. the macroeconomic impact of financial crisis on chosen country) b) the analysis of a book or set of scientific papers chosen by the lecturer.
Language:	English
Prerequisites:	Basic knowledge of microeconomics and macroeconomics
Course content:	The course will examine the following topics: 1) public sector, its economic role and the set of strategies defined as economic policy 2) contemporary concepts of economic policy 3) institutional framework of economic policy: key economic institutions, regulation vs. market forces, competition and antitrust law, regulation of public finance, regulation of financial markets 4) labour policy; trade policy; structural policy; regional policy 5) budget policy, fiscal policy 6) monetary policy; macroeconomic policy-mix 7) stabilization policy; economic growth 8) Polish economic policy issues and context; other national case studies 9) role of the European Union in policy-making in the Member States
Learning outcomes:	The objective of this course is to provide students of skills required for effective design and implementation of economic policy in market economies, with a strong emphasis on the economic problems of developing and transition economies.
Contact person:	Jerzy Ładysz, Ph.D. jerzy.ladysz@ue.wroc.pl +48 75 75 38 266
Literature:	1) Aiginger P., Hutschenreiter G. (ed.), <i>Economic policy issues for the next decade</i> , Kluwer Academic Publishers, Boston 2003 2) Siebert H. (ed.), <i>Economic policy issues of the new economy</i> , Springer-Verlag, Berlin 2002 3) Persson T., Tabellini G., <i>Political economics. Explaining economic policy</i> , M.I.T., Cambridge 2000
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	tak - nazwa przedmiotu: <i>Polityka gospodarcza I</i> wydział: Gospodarki Regionalnej i Turystyki kierunek: Ekonomia specjalność: rok: III

Title:	Economic Policy. Theory and Practice
ECTS credit:	4
Lecture hours:	30 hours (15 hours lectures and 15 hours of workshop)
Study period:	Winter or spring
Level:	Beginners
Location:	Wrocław
Examination:	50% - essay; 50% - written exam
Language:	English

Prerequisites:	
Course content:	<ol style="list-style-type: none"> 1) Concepts of economic policy 2) Economic policy in a complex world 3. Fiscal policy 4. Monetary policy 5. International financial integration and foreign-exchange policy 6. Growth policies 7. Tax policy 8. Budgetary policy 9. Normative dimensions of economic policy 10. Political-economy constraints 11. Economic policy and the crisis 12. The financial crisis, recovery and long-term growth in Europe 13-14. Students' essay presentations 15. Discussion about challenges for economic policy
Learning outcomes:	The aim of this course is to enhance students' knowledge about growth sustainability in theory and in practice. The students will gain the understanding of long-term effects of economic policy in different areas. The course provides also incentives for critical thinking, motivates students to search for information and expressing their opinions.
Contact person:	mgr Joanna Jahn, joanna.jahn@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. Bénassy-Quéré A., Coeuré B., Jacquet P., Pisani-Ferry J., Economic Policy Theory and Practice, Oxford Press 2010 2. Canuto O., Giugale M. M., Day After Tomorrow: A Handbook on the Future of Economic Policy in the Developing World, World Bank Publications 2010. 3. Economic Policy Reforms 2010: Going for Growth, Organisation for Economic Co-operation and Development, OECD Publishing, Paris 2010 4. Keeley B., Love B., From Crisis to Recovery: The Causes, Course, and Consequences of the Great Recession, OECD Insights (General Economics and Future Studies). Organisation for Economic Co-operation and Development, Paris 2010 (free PDF at www.oecd-ilibrary.org) 5. Spance M., Leipziger D., Globalization and Growth: Implications for a Post-Crisis World, World Bank Publications 2010 <ul style="list-style-type: none"> - International Monetary Fund website: www.imf.org - World Bank website: www.worldbank.org - World Trade Organization website: www.wto.org
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	Tak, Polityka ekonomiczna

Title:	Economics of European integration
ECTS credit:	4
Lecture hours:	30 h - lectures

Study period:	Spring semester
Level:	Basic
Location:	Wrocław or/and Jelenia Góra
Examination:	A final written test in class, or a research project of about 15 pages on a topic to be agreed between the student and lecturer
Language:	English
Prerequisites:	Basic knowledge of microeconomics and macroeconomics
Course content:	The course will examine the following topics: 10) European integration within the global context of regional integration 11) history, institutions, legal dimension and basic statistics of European integration 12) market integration: theory and practice 13) monetary integration 14) the single European market: policy integration 15) common budget and structural policies 16) European territorial cooperation 17) EU external relations 18) the enlargement, success and future of European integration
Learning outcomes:	Knowledge of economic aspects of European integration and the policy areas it is occur in. Understanding theories of economic integration.
Contact person:	Jerzy Ładysz, Ph.D. jerzy.ladysz@ue.wroc.pl +48 75 75 38 266
Literature:	4) Baldwin R., Wyplosz Ch., <i>The Economics of European Integration</i> , McGraw-Hill, 2nd edition, April 2006. 5) El-Agraa A., Ardy B. (ed.), <i>The European Union. Economics and Policies</i> , Cambridge University Press, 9th edition, Cambridge 2011. 6) McDonald F., Dearden St. (ed.), <i>European economic integration</i> , Addison Wesley Longman, 3rd edition, Harlow 1999. 7) Neal L., <i>The Economics of Europe and the European Union</i> , University of Illinois, Urbana-Champaign, 2007. 8) Pelkmans J., <i>European integration: methods and economic analysis</i> , Financial Times Prentice Hall, 2nd edition, Harlow 2001.
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	tak - nazwa przedmiotu: Ekonomia integracji europejskiej wydział: Gospodarki Regionalnej i Turystyki kierunek: Ekonomia specjalność: rok: II

Title:	ECONOMICS OF RELIGION
ECTS credit:	2
Lecture hours:	15
Study period:	Winter or Spring
Level:	Basic
Location:	Wrocław
Examination:	Attendance and Essay
Language:	English

Prerequisites:	Microeconomics
Course content:	<p>IX Introduction to the Economic Study of Religion <i>Religion and Science; Scientific theories of religion; Economics and the 'economic approach' to human behavior; The Economics of Religion</i></p> <p>X Theory of Religious Consumption <i>Religious needs and demand for religion; Applying G. Becker's consumer theory, risk and opportunity cost analysis to religious consumption</i></p> <p>XI Theory of Religious Production, Markets, Church-State Relations <i>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?</i></p> <p>XII Economic Perspectives on the History of Religion <i>Monotheism; Medieval Church; Monasticism; Crusades; Protestant Reformation; Doctrinal innovations: baptism at infancy, usury regulations, hell, purgatory and indulgences, salvation; Secularization?</i></p> <p>XIII Economic Consequences of Religion <i>Religion and the economy, M. Weber's 'Protestant Ethic and Spirit of Capitalism' – discussion, Religions and economic incentives and attitudes</i></p>
Learning outcomes:	<p><i>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.</i></p>
Contact person:	mgr Karol Fjalkowski – karol.fjalkowski@ue.wroc.pl
Literature:	<p><i>L. Iannaccone, Introduction to the Economics of Religion, "Journal of Economic Literature", 1998, 36 (3), pp. 1465-1495</i></p> <p><i>C. Azzi and R. Ehrenberg, Household Allocation of Time and Church Attendance, "Journal of Political Economy", 1975, 83 (1), pp. 27-56</i></p> <p><i>B.B. Hull and F. Bold, Towards an Economic Theory of the Church, "International Journal of Social Economics", 1989, 16 (7), pp. 5-15</i></p> <p><i>R. Ekelund, R.F. Hebert and R.D. Tollison, The Economics of Sin and Redemption, "Journal of Econ Beh & Org", 1992, 19 (1), pp. 1-15</i></p> <p><i>U. Blum and L. Dudley, Religion and Economic Growth: Was Weber Right?, "Journal of Evolutionary Economics", 2001, 11 (2), pp. 207-30</i></p>
Faculty:	All
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie

Title:	Economics of Transition
ECTS credits:	4
Lecture hours:	30 hours (15 hours lectures and 15 hours of workshop)
Study period:	Winter or spring

Level:	Beginners
Location:	Wrocław
Examination:	50% - essay; 50% - activeness during classes and participation
Language:	English
Prerequisites:	Basic knowledge in the Micro- and Macroeconomics and Economic Policy
Course content:	<p>Part one – Real Socialism:</p> <ol style="list-style-type: none"> 1. The party control of the economy: ideology, nomenclature, economic administration, local government; 2. Collective ownership of the means of production: Socialist ownership, non-socialist ownership; 3. Central planning: Planning techniques, a non-reform able system, plan versus money; 4. History of the central planned economies in Europe; 5. International economic relations: ‘functional autarky’, COMECON’ trade and cooperation with capitalist world; <p>Part two – Transition in the Making</p> <ol style="list-style-type: none"> 6. The end of the system: the cause of the collapse, first steps of the transition: Central Europe, Transition through breaking up; 7. Macroeconomic Stabilization: stabilization policies, shock therapy versus gradualism, the outcome of the stabilization measures; 8. Privatization and structural reforms; 9. Reintegrating the World Economy; 10. When is transition over? <p>Part three:</p> <ol style="list-style-type: none"> 11. Cases studies of a selected European transition countries. 12. Student’s presentations of research projects
Learning outcomes:	The aim of this course is to acquire knowledge about the process of transition from the central planned to market economy in the Central and Eastern European countries. Student will gain knowledge about foundation of real socialism, causes of the collapse of the system and way and instruments which were introduced by particular countries to transform economic systems into market based economies.
Contact person:	Prof. Ewa Pancer-Cybulska, ewa.cybulska@ue.wroc.pl Dr Łukasz Olipra, lukasz.olipra@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. The Economics of Transition. From Socialist Economy to Market Economy, Marie Lavign, Macmillan Presse, New York 1999 2. Problems of Democratic Transition and Consolidation. Southern Europe, South America and Post-Communist Europe, Juan J. Linz and Alfred Stepan, The John Hopkins University Press, Baltimore and London 1996. 3. 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.
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	Nie

Title:	EMERGING ECONOMIES IN INTERNATIONAL BUSINESS
ECTS credit:	4
Lecture hours:	15h (lecturers) + 15h (tutorials)
Study period:	Winter and spring semester
Level:	Basic
Location:	Wrocław
Examination:	Coursework, written examination
Language:	English
Prerequisites:	Principles of economics and international economics
Course content:	<p>Topic 1: Overview of the course and methods of analyses Topic 2: China as emerging economy Topic 3: Latest development of India Topic 4: South American economies Topic 5: Russia and Ukraine Topic 6: Central and East European countries</p> <p>Each topic consists of lectures and tutorials, when case studies will be analyzed.</p>
Learning outcomes:	<p>The aim of the course is to develop understanding of emerging and transitional economies, the economic performance, prospects and problems of these economies.</p> <p>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.</p>
Contact person:	Dr Artur Klimek (artur.klimek@ue.wroc.pl)
Literature:	<p>Handbook of economic growth, P. Aghion, S. Durlauf, North Holland, Elsevier, 2005</p> <p>International Economics, T.A. Pugel, The McGraw-Hill Companies, 2009</p> <p>Additional sources: OECD, World Bank, United Nations, various academic journals</p>
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<p>tak, Emerging economies in international business wydział: Nauk Ekonomicznych kierunek: Międzynarodowe Stosunki Gospodarcze specjalność: International Business rok: II</p>

Title:	EUROPEAN INTEGRATION
ECTS credits:	4
Lecture hours:	30 hours(15 hours lectures and 15 hours workshop)

Study period:	<i>Winter or spring</i>
Level:	<i>beginners</i>
Location:	<i>Wroclaw</i>
Examination:	<i>Test written in English</i>
Language:	<i>English</i>
Prerequisites:	<i>Microeconomics and Macroeconomics</i>
Course content:	<p><i>Part one:</i> <i>Fundamental concepts, origins and development of the European Communities ,European Union(three pillars structure ,the basis for the EU law) European Union 's stages of integration ,common policies, principle of subsidiarity ,institutional structure and decision making processes in the EU ,budget of the EC ,revenues and expenditures ,evolution of the budget ,financial perspective 2007-2013,structural operations, common market (benefits and cost)trade liberalization ,free movement of people ,freedom of establishment, competition rules, monetary union(cost and benefits) history of EMU, three stages of the EMU ,convergence criteria., institutions responsible for EMU, practice of the monetary integration. EU reform treaty and the future of the EU</i></p> <p><i>Part two:</i> <i>Students will discuss the current problems connected with the main policy areas of the European Community like: regional policy agriculture policy social policy etc. and with functioning of the common market and the monetary union.</i></p>
Learning outcomes:	<i>Students will extend their knowledge on institutional structure, decisions making processes and actual problems connected with different areas of EU activities. They also will raise their ability to discuss positive and negative sides of integration processes.</i>
Contact person:	<i>Dr Łukasz Olipra, lukasz.olipra@ue.wroc.pl</i>
Literature:	<p><i>Ali M. El-Agra The European Union (eight edition) Cambridge University Press, 2007</i></p> <p><i>T.Hitiris The European Union Economics, The Pearson Education Ltd, 2003</i></p> <p><i>Zoltan Horvath, Handbook of the European Union , HVG-ORAC Publishing House Ltd, 2007</i></p> <p><i>A.Baneth, G.Cserey, The Ultimate EU test Book, John Harper Publishing, 2007</i></p>
Faculty:	<i>All</i>

Title:	Global Resourcing in International Business
ECTS credits:	<i>4</i>
Lecture hours:	<i>30 (lectures)</i>
Study period:	<i>spring</i>
Level:	<i>basic</i>
Location:	<i>Wroclaw</i>
Examination:	<i>attendance, written exam</i>
Language:	<i>english</i>
Prerequisites:	<i>Microeconomics, Macroeconomics, International Economics, International Business</i>

Course content:	<p><i>Globalization of 21st century, its determinants and barriers, characteristics of internationalization process.</i></p> <p><i>The importance of transnational corporations in global economy.</i></p> <p><i>A theoretical aspects of resources and its allocation.</i></p> <p><i>Micro (enterprise) and macro (state) approach to global resourcing and paradigm of sustainable development.</i></p> <p><i>Resources and transnational corporation' strategy – orientation of investors, national economies' resources.</i></p> <p><i>Determinants of locating foreign direct investments, the role of intellectual capital and clusters.</i></p> <p><i>Social responsibility of business and global resourcing, the role of consumption and international financial system in global economy.</i></p> <p><i>The importance of resources within new paradigm of economic development in context of global processes' reform, implications for national economies.</i></p>	
Learning outcomes:	<p><i>The course is intended to familiarize students with theoretical and empirical studies involving global resourcing process from micro (enterprise) and macro (state) perspective in context of globalization of 21st century, including new paradigm of sustainable development and experiences of international businesses; coordinating role of transnational corporations within global product market' structures.</i></p>	
Contact person:	<p><i>dr Sebastian Bobowski; sebastian.bobowski@gmail.com</i></p>	
Literature:	<ol style="list-style-type: none"> 1. <i>Pakulska T., Poniatowska-Jaksch M, Korporacje transnarodowe a globalne pozyskiwanie zasobów, Oficyna Wydawnicza SGH, Warszawa 2009</i> 2. <i>Rymarczyk J., Internacjonalizacja i globalizacja przedsiębiorstwa, PWE, Warszawa 2004</i> 3. <i>Dunning J.H., Towards a new paradigm of development: Implications for determinants of international business, Transnational Corporations, vol. 15, No 1, April 2006</i> 4. <i>Nowakowski. M.K.: Biznes międzynarodowy. Od internacjonalizacji do globalizacji. Praca zbiorowa, SGH, Warszawa 2005</i> 5. <i>Haliżak E., Globalizacja a stosunki międzynarodowe, red. E. Haliżak, R. Kuźniar, J. Simonides, Oficyna Wydawnicza Branta, Bydgoszcz-Warszawa 2004</i> 6. <i>Stiglitz J.E., Making globalization work, Oxford University Press, 2006</i> 7. <i>Krugman P., Obstfeld M., International Economics: Theory and Policy (8th edition). Boston: Pearson 2009</i> 	
Faculty:	<p><i>all students</i></p>	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<p>tak</p>	<p>Global Resourcing w Biznesie Międzynarodowym</p>

Title:	<p>How to improve mechanism of globalization?</p>
ECTS credits:	<p>2</p>

Lecture hours:	<i>15 (tutorials)</i>	
Study period:	<i>winter or spring</i>	
Level:	<i>basic</i>	
Location:	<i>Wrocław</i>	
Examination:	<i>attendance, short presentation</i>	
Language:	<i>english</i>	
Prerequisites:	<i>principles of macroeconomics and microeconomics</i>	
Course content:	<ol style="list-style-type: none"> 1) <i>Globalization as a process. Introduction.</i> 2) <i>Vision of fair development by World Bank.</i> 3) <i>Making trade fair. Trade agreement, the role of WTO.</i> 4) <i>Intellectual property and its limits.</i> 5) <i>Lifting the resource curse.</i> 6) <i>Global warming.</i> 7) <i>Corporate governance.</i> 8) <i>Burden of debt.</i> 9) <i>Reforming global reserve system.</i> 10) <i>Democratizing globalization.</i> 	
Learning outcomes:	<p><i>The course is intended to familiarise students with theoretical and empirical studies of main global issues faced by international community. It deals with political, economic, social and ecological problems and solutions brought by some transregional and multilateral bodies. Course include practical cases and examples of policies and operations conducted by authorities, international organisations and private companies.</i></p>	
Contact person:	<i>dr Sebastian Bobowski; sebastian.bobowski@interia.eu</i>	
Literature:	<ol style="list-style-type: none"> 1. <i>Joseph E. Stiglitz, Making globalization work, Oxford University Press, 2006</i> 2. <i>Joseph E. Stiglitz, Globalization and Its Discontents, Oxford University Press, 2004</i> 3. <i>Andrew Charlton, Joseph E. Stiglitz, Fair trade for all. How trade can promote development, Oxford University Press, 2005</i> 4. <i>Joseph E. Stiglitz, Wizja sprawiedliwej globalizacji. Propozycje usprawnień, Wydawnictwo Naukowe PWN, Warszawa 2007</i> 5. <i>Joseph E. Stiglitz, Globalizacja, Wydawnictwo Naukowe PWN, Warszawa 2004</i> 6. <i>Andrew Charlton, Joseph E. Stiglitz, Fair trade. Szansa dla wszystkich, Wydawnictwo Naukowe PWN, Warszawa 2007</i> 7. <i>Jan Rymarczyk, Internacjonalizacja i globalizacja przedsiębiorstwa, PWE, Warszawa 2005</i> 8. <i>Jan Rymarczyk (red.), Międzynarodowe stosunki gospodarcze, PWE, Warszawa 2006</i> 9. <i>Adam Budnikowski, Międzynarodowe stosunki gospodarcze,, Wydawnictwo Naukowe PWN, Warszawa 2006</i> 	
Faculty:	<i>all students</i>	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>tak</i>	

Title:	INDUSTRIAL ORGANIZATION	
ECTS credits:	4	
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:	<p><i>In economics, studies in the field of the industrial organisation 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. Throughout the course we will discuss case studies mainly from our European markets rather than American ones.</i></p> <p><i>The course will start with the overview of the theory of firms and costs and the description of different market structures. This will be applied to the analysis of monopolies and monopoly practices. The course will also discuss concentration in individual markets, entry and exit issues and mergers.</i></p> <p><i>The next part of the course will begin from the short overview of game theory and its application to the analysis of oligopolistic behaviour – together with basic microeconomics tools we will study cartels and the entry in both pricing and non-pricing strategies.</i></p> <p><i>The last part of the course will give an overview of business practices – product differentiation and advertising strategies, research and development, price discrimination and vertical relationships and integration. The course will end with the discussion about regulation and deregulation.</i></p>	
Learning outcomes:	Ability and knowledge to analytically study markets and competition.	
Contact person:	Mikolaj Klimczak Department of Microeconomics and Institutional Economics Phone: +48 71 3680 196 Email: mikolaj.klimczak@ue.wroc.pl	
Literature:	<ol style="list-style-type: none"> 1) D.E.Waldman, E.J.Jensen: <i>Industrial Organisation. Theory and Practice</i>. 3rd Edition. Pearsons Education 2006. 2) D.W.Carlton, J.F.Perloff. <i>Modern Industrial Organization</i>. (last edition) Harper-Collins. 3) L.Pepall, D.Richards, G.Norman, <i>Industrial Organization: Contemporary Theory and Practice</i>, Thomson Learning, 3rd Edition, 2005.. <p><i>Supplementary books and articles may be used.</i></p>	
Faculty:	All	
Czy przedmiot jest kopią	Tak	Organizacja rynków i konkurencji Wydział Nauk Ekonomicznych

<i>przedmiotu prowadzonego na UE?</i>	<i>Kier.: ekonomia Spec.: wszystkie Rok: magisterski I</i>
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Title:	Institutional Economics	
ECTS credits:	2	
Lecture hours:	15 hrs lectures	
Study period:	Winter or spring semester	
Level:	Intermediate / Advanced	
Location:	Wroclaw	
Examination:	Final test	
Language:	English	
Prerequisites:	Completed basic economics	
Course content:	<p>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. Two types of economic theories of contracts: the agency theory and relational and incomplete contract theory. 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.</p>	
Learning outcomes:	<p>Such phenomena as economic transition of former centrally planned economies or economic underdevelopment of many countries call for some theoretical explanation not supported by mainstream economics. Institutional economics try to deal with such problems using specific methods and tools of analyses.</p>	
Contact person:	<p>Dr Bożena Baborska bozena.baborska@ue.wroc.pl</p>	
Literature:	<ol style="list-style-type: none"> 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	nie	

prowadzonego na UE?		
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Title:	International Air Transport
Lecture hours:	30 hours (15 hours lectures and 15 hours of workshop)
ECTS credits:	4
Study period:	Winter or spring
Level:	Beginners
Location:	Wrocław
Examination:	50% - essay; 50% - written exam
Language:	English
Prerequisites:	Basic knowledge in economics
Course content:	<ol style="list-style-type: none"> 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:	<ol style="list-style-type: none"> 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?	<i>nie</i>

Title:	INTERNATIONAL BUSINESS	
ECTS credits:	6	
Lecture hours:	30h (lecture) + 15h (tutorials)	
Study period:	Spring	
Level:	Basic	
Location:	Wroclaw	
Examination:	Projects prepared and presented by students + final multiple test	
Language:	English	
Prerequisites:	Principles of Economics	
Course content:	<p>Globalization Differences in Political Economies Cultural Differences Ethics in International Business International Trade Theory The Political Economy of International Trade Foreign Direct Investment Regional Economic Integration Foreign Exchange Markets The International Monetary System The Strategy of International Business Entering Foreign Markets Exporting, Importing, and Countertrade Global Production, Outsourcing, and Logistics Global Marketing Global Human Resource Management</p> <p><i>Each topic will consist of lectures and tutorials. Case studies will be presented, analyzed and discussed in the tutorials.</i></p>	
Contact person:	Dr. Thomas P. Verney	
Literature:	<p>Global Business Today/ Charles W. L. Hill, McGraw-Hill/Irwin, 7th edition, 2011.</p> <p>ANNUAL Editions: International Business, 16th edition, edited by Fred H. Maidment, McGraw-Hill, 2009.</p> <p>Students should also monitor current issues in international management in The Financial Times, The Economist, BBC News, and The International Herald Tribune.</p>	
Faculty:	<i>all</i>	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?		

Title:	INTERNATIONAL BUSINESS
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ECTS credit:	4
Lecture hours:	15h (lecturers) + 15h (tutorials)
Study period:	Winter and spring semester
Level:	Basic
Location:	Wrocław
Examination:	Projects prepared by students + final multiple test
Language:	English
Prerequisites:	Principles of economics
Course content:	<p>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</p> <p>Each topic consists of lectures and tutorials, when case studies will be analyzed.</p>
Learning outcomes:	<p>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.</p>
Contact person:	Dr Artur Klimek (artur.klimek@ue.wroc.pl)
Literature:	<p><i>International Business: The Challenge of Global Competition/Donald Ball (et. al), 10th ed, McGraw-Hill Companies, 2005</i></p> <p><i>International business : global competition from a European perspective / Andrew Harrison, Ertugrul Dalkiran, Ena Elsey. - Oxford: Oxford University Press, 2000</i></p> <p><i>International business / Michael R. Czinkota, Ilkka A. Ronkainen, Michael K. Moffett. - 3rd ed. - Fort Worth, TX : Dryden Press, 1994.</i></p> <p>Students should also monitor current issues in international business by reading <i>The Financial Times</i> and <i>The Economist</i></p>
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<p>tak - nazwa przedmiotu: Tak – Biznes międzynarodowy wydział: Wydział Nauk Ekonomicznych kierunek: Finanse i Rachunkowość, Zarządzanie, Międzynarodowe Stosunki Gospodarcze specjalność: rok: II</p>

Title:	International Business Simulation Game
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ECTS credits:	4
Lecture hours:	24 hrs of computer laboratories + 10 hours of individual work online
Study period:	Winter, Spring
Level:	Basic
Location:	Wroclaw
Examination:	Final result in the simulation game and day-to-day involvement
Language:	English
Prerequisites:	Recommended courses in: Strategic Management, Marketing and Business Finance. Good English skills and ability to teamwork required
Course content:	<p>Marketplace Business Simulation game began more than 15 years ago as experiential learning exercise. Today, fully web-based Marketplace simulations are used by thousands of students and managers all around the world. Marketplace can be viewed as a Business flight Simulator. It is a sophisticated computer program that mimics the competitive, ever changing marketplace. The consequences of the students' decisions are quickly reflected in the simulated marketplace. Students learn to adjust their strategy to become stronger competitors.</p> <p>“Business Management” version of Marketplace Simulation integrates all functional areas of business and enables students to understand how the pieces fit together as a coherent whole. In eight decision rounds teams choose a business strategy, evaluate tactical options, and make a series of decisions regarding marketing, sales, production, human resources management, R&D, and business finance. After each round the students will see how their decisions affect the performance of others and the entire organization.</p> <p>More information can be found at http://www.marketplace-simulation.com</p>
Learning outcomes:	<p>Skills necessary to manage a company:</p> <ul style="list-style-type: none"> - Business Plan preparation - Team management - Strategy creation - Market analysis - Marketing mix design - Tasks delegation - Negotiation and conflict management
Contact person:	dr Anna Witek-Crabb; email: Anna.Witek@ue.wroc.pl mgr Joanna Radomska; email: Joanna.Radomska@ue.wroc.pl
Literature:	Marketplace Students' Manual
Faculty:	All
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	-

Title:	International Comparative Economics
ECTS credits:	4
Lecture hours:	30 hours (15 hours lectures and 15 hours of workshop)

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:	<p>Part one:</p> <p>13. Foundation of the international comparative economics;</p> <p>14. Basis of the institutional economics: concept of institution, varieties and factors influencing institutions</p> <p>15. Economic system of the state – theories, general information, types, varieties and factors influencing and shaping economic systems in a contemporary world</p> <p>16. Examples of different economic systems in a contemporary world – case studies of UK, Germany, France, Ireland, China, Russia, USA, Chile, emerging economies in the South-East Asia and Poland</p> <p>Part two:</p> <p>17. Methodology and methods of international economic assessment and comparisons;</p> <p>18. 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;</p> <p>Part three:</p> <p>19. Assessment of particular economic systems on the basis of different rankings;</p> <p>20. Student's presentations of research projects</p>
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 data 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
Literature:	<p>4. International comparisons of socio-economic consequences of transition processes in Central-East European countries : proceedings of the 9th Polish-Slovak-Ukrainian scientific seminar, Krynica, 6-8 November 2002 / ed. Józef Pocięcha. - Kraków : Wydział Zarządzania AE, 2003.</p> <p>5. Economic Systems Research : journal of the International Input-Output Association. - Abingdon : Carfax Publishing Company, 1991-2001. Selected Articles</p> <p>6. http://siteresources.worldbank.org/ICPEXT/Resources/ICP_2011.html</p> <p>7. Websites of international institutions, publishing world rankings</p>
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<p>tak</p> <p><i>tak - nazwa przedmiotu: Międzynarodowe Porównania Gospodarcze</i></p> <p><i>wydział: Nauk Ekonomicznych</i></p> <p><i>kierunek: Międzynarodowe Stosunki Gospodarcze / Stosunki Międzynarodowe</i></p> <p><i>specjalność: wszystkie specjalności</i></p> <p><i>rok: III / V</i></p>

Title:	International Economics
ECTS credits:	7
Lecture hours:	30h (lectures) + 30h (workshops)
Study period:	Winter and Spring semester
Level:	Basic
Location:	Wroclaw
Examination:	Written examination
Language:	English
Prerequisites:	Principles of macroeconomics and microeconomics
Course content:	<p>The course will examine the following subjects:</p> <ol style="list-style-type: none"> 8. the reasons for international trade: <ul style="list-style-type: none"> - early trade theories; - classical theories based on the principle of comparative advantage; - neoclassical trade theories; - new trade theories; 9. international factor movements: <ul style="list-style-type: none"> - labour movements; - capital and technology movements; - foreign direct investment and multinationals; 10. international trade policy: <ul style="list-style-type: none"> - the instruments of trade policy; - free trade versus protectionism; 11. international financial markets: <ul style="list-style-type: none"> - 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; 12. the balance of payments accounts; 13. international economic integration: <ul style="list-style-type: none"> - theoretical aspects of economic integration; - examples of trade blocs in America and Asia; - the European Union; 14. international economic institutions such as the World Bank, the International Monetary Fund, the World Trade Organization; 15. economic globalization: <ul style="list-style-type: none"> - 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:	At the end of the course students should be able to: <ul style="list-style-type: none"> - 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. 		
Contact person:	dr Zbigniew Mogiła - mogila@poczta.onet.pl ; dr Sebastian Bobowski – sebastian.bobowski@gmail.com		
Literature:	<p>3) Appleyard D., Field A., Cobb S., <i>International Economics</i>, McGraw-Hill, 2005;</p> <p>4) Carbaugh R., <i>International Economics</i>, International Thomson Publishing, 2006.</p> <p>5) Krugman P., Obstfeld M., <i>International Economics. Theory and Policy (7th Edition)</i>, Addison Wesley Publishing Company, 2006;</p> <p>6) Międzynarodowe stosunki gospodarcze, red. J. Rymarczyk, Polskie Wydawnictwo Ekonomiczne, Warszawa 2006;</p> <p>7) <i>Współczesna gospodarka światowa</i>, red. A. B. Kisiel-Łowczyk, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2000.</p>		
Faculty:	All students		
czy przedmiot jest kopią przedmiotu prowadzonego na AE?	<table border="1"> <tr> <td>tak</td> <td>tak - nazwa przedmiotu: Międzynarodowe Stosunki Gospodarcze wydział: Wydział Nauk Ekonomicznych kierunek: Stosunki Międzynarodowe specjalność: wszystkie rok: III</td> </tr> </table>	tak	tak - nazwa przedmiotu: Międzynarodowe Stosunki Gospodarcze wydział: Wydział Nauk Ekonomicznych kierunek: Stosunki Międzynarodowe specjalność: wszystkie rok: III
tak	tak - nazwa przedmiotu: Międzynarodowe Stosunki Gospodarcze wydział: Wydział Nauk Ekonomicznych kierunek: Stosunki Międzynarodowe specjalność: wszystkie rok: III		

Title:	International Human Resource Management
ECTS credits:	6
Lecture hours:	30 hrs of interactive lectures + 15 hrs of practical cases/exercises
Study period:	Spring
Level:	
Location:	Wroclaw
Examination:	Final multiple + case/exercise grades
Language:	English
Prerequisites:	<i>Completed General Management or International Business or International Management</i>
Course content:	Scope and Significance of International HRM Strategic International HRM Comparative HRM Culture in International HRM HRM in Cross-Border Mergers & Acquisitions

	<p>International Assignments Multinational Companies and the Host Country Environment Transfer of Employment Practices Across Borders High Performance Work Systems Managing Knowledge in Global Firms Developing Global Leaders & Expatriates Global & Local Resourcing Global Performance Management Total Rewards in the International Context Women Leading and Managing Worldwide Global Work life Management Regulation & Change Social Responsibility, Sustainability & Diversity</p>
Contact person:	Dr. Thomas P. Verney
Literature:	<p>International Human Resource Management, Anne-Wil Harzing & Ashly Pinnington (eds.), SAGE Publications, 3rd edition, 2011.</p> <p>Readings and Cases in International Human Resource Management, Mendenhall, Oddu & Stahl, Routledge, 4th edition</p> <p>Students should also monitor current issues in International Human Resource Management in The Financial Times, The Economist, BBC News, and The International Herald Tribune.</p>
Faculty:	<i>all</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>

Title:	International Management
ECTS credits:	6
Lecture hours:	20h (lecture) + 25h (tutorials)
Study period:	Spring
Level:	Basic
Location:	Wroclaw
Examination:	Integrative Project + multiple final
Language:	English
Prerequisites:	General Management or International Business recommended
Course content:	<p>Assessing the Global Environment Managing Interdependence The Role of Culture Communicating Across Cultures Negotiation & Decision Making Formulating Strategy Global Alliances Organization Structure and Control Systems Human Resource Management Issues</p>

	Developing Global Management Expertise Motivation Leadership
Contact person:	Dr. Thomas P. Verney
Literature:	International Management: Managing Across Borders & Cultures, Helen Deresky, Prentice Hall, 7 th edition, 2011. International Dimensions Of Organizational Behavior, Nancy J. Adler (with Allison Gunderson), Thomson South-Western, 5 th edition, 2008. Students should also monitor current issues in international management in The Financial Times, The Economist, BBC News, and The International Herald Tribune.
Faculty:	<i>all</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>

Title:	INTERNATIONAL MARKETING
ECTS credits:	4
Lecture hours:	30 hours
Study period:	Spring
Level:	Advanced
Location:	Wroclaw
Examination:	Project and Final Exam (Multiple Choice)
Language:	English
Prerequisites:	Principles of Marketing
Course content:	Global versus international marketing International Trade Influence of Religion Cultural Understanding Cultural Dynamics Political and Legal Environments Global Research Emerging Markets Market Regions & Groups Consumer Products & Services Business Products & Services International Channels Exporting & Logistics Pricing
Contact person:	Dr. Thomas Verney
Literature:	International Marketing, Cateora, Gilly, & Graham, McGraw-Hill, 14 th Edition, 2009. Students should also monitor current issues in international management in The Financial Times, The Economist, BBC News, and The

	International Herald Tribune.	
Faculty:		
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie	

Title:	International Marketing	
Lecture hours:	15 h lecture, 15 h interactive tutorials	
Study period:	Winter or spring semester	
Level:	Advanced	
Location:	Wroclaw	
Examination:	Group project	
Language:	English	
Prerequisites:	Principles of marketing	
Course content:	<ol style="list-style-type: none"> 1. International marketing versus global marketing <ul style="list-style-type: none"> • Differences between export, international and global marketing • Characteristic of international and global marketing 2. Standardization versus adaptation <ul style="list-style-type: none"> • Factors that influence standardization and adaptation in international marketing 3. International marketing environment <ul style="list-style-type: none"> • Elements of environment that influence managers decisions in international business 4. The cultural environment in international marketing <ul style="list-style-type: none"> • The concept of culture • Elements of culture that influence international marketing 5. Product on international markets <ul style="list-style-type: none"> • Factors influencing product strategies • Product strategies • Brand and product names • Country of origin effect 6. Promotion on international markets <ul style="list-style-type: none"> • Factors influencing promotion strategies • Blending product and promotional strategies • International advertising 7. Pricing <ul style="list-style-type: none"> • Factors that affect pricing decisions • Pricing policies 8. Distribution <ul style="list-style-type: none"> • Designing distribution channels on international markets • Distribution problems on international markets 	
Learning outcomes:	After attending this lecture a student should be able to: <ol style="list-style-type: none"> 1. Characterize the nature of marketing management on international markets 	

	<ol style="list-style-type: none"> 2. Describe the types of factors that managers must take into consideration when deciding whether adopt or standardize marketing strategies 3. Discuss the basic kinds of product policies and decisions made in international business 4. Discuss the factors that influence international promotional strategies and the blending of product and promotional strategies 5. Identify pricing issues and evaluate pricing decisions in international marketing <p>Discuss the elements that influence international distribution decisions</p>
Contact person:	Aleksandra Kuźmińska, Katedra MSG, email: aleksandra.kuzminska@ae.wroc.pl ; 691 375 779
Literature:	<ol style="list-style-type: none"> 1. <i>International Marketing</i>, P.R. Ceteora, J.L. Graham, McGraw-Hill Companies, 2004. 2. <i>International Marketing</i>, M.R. Czinkota, I.A. Ronkainen, South-Western, Div of Thomson Learning, 2006. 3. <i>Marketing Across Cultures</i>, J.C. Usunier, J.A. Lee, Pearson Education, 2005. 4. <i>International Business</i>, R.W. Griffin, M.W. Pustay, Pearson Education, 2007. 5. <i>International Business. The Challenges of Globalization</i>, J.J. Wild, K.L. Han, J.C.Y. Han, Pearson Education, 2008. 6. <i>International Business. Competing in the Global Marketplace</i>, Ch.W.L. Hill, Irwin McGraw-Hill, 1998.
Faculty:	All students
Czy przedmiot jest kopią przedmiotu prowadzonego na UE?	Tak Marketing międzynarodowy Wydział: NE kierunek: MSG specjalność: BM, PNJRE, ZPiFS rok: I stopień – studia licencjackie

Title:	INTERNATIONAL ORGANIZATIONS
ECTS credits:	4
Lecture hours:	30 hours (15 hours lectures + 15 hours of workshop)
Study period:	Winter or Spring
Level:	Basic
Location:	Wrocław
Examination:	Attendance, participation and short presentation will be required.
Language:	English
Prerequisites:	Basic knowledge in economics.
Course content:	<ol style="list-style-type: none"> 1. Origins, roles and general classification of international organizations 2. The United Nations Organization 3. United Nations Educational, Scientific and Cultural Organization

	<p>4. International Labour Organization</p> <p>5. World Health Organization</p> <p>6. Food and Agriculture Organization of the United Nations</p> <p>7. International Civil Aviation Organization</p> <p>8. World Intellectual Property Organization</p> <p>9. United Nations Industrial Development Organization</p> <p>10. International Monetary Fund</p> <p>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)</p> <p>12. International Maritime Organization</p> <p>13. World Meteorological Organization</p> <p>14. Universal Postal Union</p> <p>15. International Telecommunication Union</p>
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:	Joanna Kenc, jkenc@wp.pl
Literature:	<p>1. M. P. Karns, K. A. Mingst, International Organizations. The politics and processes of global governance, Lynne Rienner Publishers Inc., London 2010.</p> <p>2. Latoszek E., Proczek M., <i>Organizacje międzynarodowe we współczesnym świecie</i>, Wyd. Elipsa, Warszawa 2006.</p> <p>3. Czubik P., Kuźniak B., <i>Organizacje międzynarodowe</i>, Wyd. C. H. Beck, Warszawa 2004.</p> <p>4. Websites of international organizations listed above.</p>
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie

Title:	International Trade
ECTS credits:	2
Lecture hours:	15 (lectures)
Study period:	winter and spring
Level:	basic
Location:	Wrocław
Examination:	attendance, written exam
Language:	english
Prerequisites:	principles of Macroeconomics and Microeconomics
Course content:	<p><i>The Evolution of International Trade Theory, Policy and Institutions</i></p> <p><i>The Instruments of Trade Policy</i></p> <p><i>Bilateral and Multilateral Trade Arrangements</i></p> <p><i>International Factor Movements and Transnational Corporations</i></p> <p><i>Innovation and Technology Diffusion</i></p> <p><i>Trade-related Intellectual Property</i></p> <p><i>Trade and Developing Countries</i></p> <p><i>Dispute Settlement</i></p> <p><i>International Sales Contract – Documents and Risk Factors</i></p>
Learning	<i>The course is intended to familiarise students with theoretical and</i>

outcomes:	<i>empirical studies that involve impact of international trade on economic growth and development. It deals with trade instruments, policies, arrangements and implications in order to describe the position of emerging economies and TNCs within global trade system. Course include practical cases and examples of trade policies and operations conducted by authorities, international organisations and private companies.</i>	
Contact person:	<i>dr Sebastian Bobowski; sebastian.bobowski@gmail.com</i>	
Literature:	<ol style="list-style-type: none"> 1. <i>Aghion Philippe, Howitt Peter, Endogenous Growth Theory, MIT Press 1998.</i> 2. <i>Bhagwati Jagdish, Panagariya Arvind, Srinivasan T.N., Lectures on International Trade, 2nd Edition, MIT Press 1998.</i> 3. <i>Choi E. Kwan, Harrigan James, Handbook of International Trade, Basil Blackwell 2003.</i> 4. <i>Feenstra Robert, Advanced International Trade: Theory and Evidence, Princeton University Press 2003.</i> 5. <i>Krugman, Paul., Obstfeld, M., International Economics: Theory and Policy (8th edition). Boston: Pearson 2009.</i> 6. <i>Trebilcock Michael J., Howse Robert, The Regulation of International Trade, Third Edition, Routledge Taylor & Francis Group, London and New York 2005.</i> 7. <i>Budnikowski Adam, Międzynarodowe stosunki gospodarcze, Wydawnictwo Naukowe PWN, Warszawa 2006.</i> 8. <i>Charlton Andrew, Stiglitz Joseph E., Fair trade for all. How trade can promote development, Oxford University Press 2005.</i> 9. <i>Handel zagraniczny. Organizacja i technika, Rymarczyk Jan (red.), PWE, Warszawa 2005.</i> 10. <i>Kaczmarek T. T., Zarzycki M., Poradnik eksportera, Oficyna Wydawnicza Branta, Bydgoszcz – Warszawa 2005.</i> 11. <i>WTO, UNCTAD websites.</i> 12. <i>Rymarczyk Jan, Internacjonalizacja i globalizacja przedsiębiorstwa, PWE, Warszawa 2005.</i> 13. <i>Stiglitz Joseph E., Globalization and Its Discontents, Oxford University Press 2004.</i> 	
Faculty:	<i>all students</i>	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie	Przedmiot podejmuje zagadnienia pozostające w kręgu zainteresowania Międzynarodowych Stosunków Gospodarczych, Biznesu Międzynarodowego oraz Międzynarodowych Transakcji Gospodarczych

Title:	International trade in services
ECTS credits:	4
Lecture hours:	<i>15h (lecture) + 15h (tutorials)</i>
Study period:	<i>spring semester</i>
Level:	<i>speciality</i>
Location:	<i>Wrocław</i>
Examination:	<i>projects prepared by students + final multiple test</i>
Language:	<i>english</i>

Prerequisites:	<i>It is aimed at students who completed the following courses: International Business, International Economic Relations, Foreign Trade.</i>
Course content:	<i>Distinctive features of services Importance of services in global economy Structure of world trade in services Barriers to international services trade Benefits and challenges of services trade opening Services liberalization in the WTO and PTAs</i>
Learning outcomes:	<i>The module will allow students to develop their understanding of international trade in services. It will explain basic concepts and provide an overview of global services trade. After completing the module students should achieve competence to analyse, discuss and work with international services trade issues. It will provide solid background for further research.</i>
Contact person:	<i>Magdalena Rudnicka, magdalena.rudnicka@ue.wroc.pl, tel. 607971884</i>
Literature:	<i>- G.C. Haufbauer, T. Warren, <i>The Globalization of Services: What Has Happened? What are the Implications</i>, Institute for International Economics, Washington D.C. 1999 - <i>Opening Markets for Trade in Services. Countries and Sectors in Bilateral and WTO Negotiations</i>, ed. J.A. Marchetti, M. Roy, Cambridge University Press, New York 2008 - <i>Strategic Trends in Services: An Inquiry into the Global Services Economy</i>, ed. A. Bressand, K. NicolaidisHarper and Row, New York 1989 - <i>Trading Services in the Global Economy</i>, ed. J.R. Cuadrado-Roura, L. Rubalcaba-Bermejo, J.R. Bryson, Edward Elgar Publishing, Massachusetts 2002</i>
Faculty:	<i>The proposed lecture is directed at the students of International Economic Relations.</i>
Czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>no tak - nazwa przedmiotu: wydział: kierunek: specjalność: rok:</i>

Title:	Introduction à la Gestion des ressources humaines
ECTS credits:	4
Lecture hours:	30 h -
Study period:	L'ete, l'hiver
Level:	L'étude des principes
Location:	(Wrocław, Jelenia Góra)
Examination:	Présence et participation, examen écrit - test
Language:	Français
Prerequisites:	Principes de gestion
Course content:	<i>Évolution du management et développement de la fonction Personnel, planification des ressources humaines, Recrutement des employés, Sélection, accueil et intégration des RH, Formation et développement, L'évaluation du rendement, Rémunération, Les théories de la motivation,</i>

	<i>Leadership et connaissance de soi, Le défi des relations de travail</i>
Learning outcomes:	<i>Ce cours a pour but de donner une formation de base en gestion des ressources humaines (GRH). Durant ce cours, l'étudiant apprendra certains concepts ainsi que certaines techniques utiles à la prise de décision dans ce domaine.</i>
Contact person:	<i>Agnieszka Jagoda, agnieszka.jagoda@ue.wroc.pl</i>
Literature:	<i>Cadin L., Guérin F et Pigeyre (2007), Gestion des ressources humaines, Pratique et Eléments de théorie, Dunod. Thévenet M., Dejoux C., Marbot E. et Bender A.-F. (2007), Fonctions RH – Politiques, métiers et outils des ressources humaines, Pearson Education portail www.e-rh.eu,</i>
Faculty:	<i>L'étudiants de gestion</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>No</i>

Title:	Local and Regional Government Finance
ECTS credits:	<i>2</i>
Lecture hours:	<i>15 h. of lecture</i>
Study period:	<i>winter or spring</i>
Level:	<i>Intermediate</i>
Location:	<i>Wrocław</i>
Examination:	<i>multiple choice test</i>
Language:	<i>english</i>
Prerequisites:	<i>public finance</i>
Course content:	<i>This course examines the expenditure and revenue decisions of regional (state) and local governments and fiscal aspects of intergovernmental relations. The principal objectives of the course are to describe the different models of self government and their finance issues worldwide.</i>
Learning outcomes:	<i>Students have deeper understanding of the role of subnational government in the country economy and get broader perspective on current issues of subnational public finance in Poland and selected countries.</i>
Contact person:	<i>dr Jarosław Olejniczak, jaroslaw.olejniczak@ue.wroc.pl</i>
Literature:	<ol style="list-style-type: none"> <i>1. Local Finance In the 15 EU countries, Dexia (2nd, and next editions)</i> <i>2. Fiscal Relations Across Levels of Government OECD Economic Outlook 74</i> <i>3. Martinez-Vasquez, J. Boex "The Design of Equalization Grants: Theory and Applications", World Bank Institute, 2002</i> <i>4. Oates W.E. An essay on Fiscal Federalism, Jurnal of Economic Literature vol.XXXVII, 1999r. str. 1120-1149</i> <i>5. Pola G., France G., Levaggi R. Developments in Local Government Finance, Edward Elgar Publishing Company, Great Britain 1996</i> <i>6. Local Government Grant Distribution An International Comparative Study, PricewaterhouseCoopers, Great Britain 2001</i> <i>7. Buchanan J.M. Fiscal Equalization Revisited w: Equalization:</i>

	<p><i>Welfare Trap or Helping Hand?</i>, Atlantic Institute For Market Studies (AIMS), Conference Papers, Montreal 2001</p> <p>8. <i>Bucovetsky S., Smart M. The Efficiency Consequences Of Local Revenue Equalization: Tax Competition And Tax Distortions</i>, Cesifo Working Paper No. 767, 2002</p>
Faculty:	<i>all</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>no</i>

Title:	Macroeconomics
ECTS credits:	<i>7</i>
Lecture hours:	<i>30 h lectures and 30 h classes</i>
Study period:	<i>Winter or Summer</i>
Level:	<i>Basic</i>
Location:	<i>Wrocław</i>
Examination:	<i>Multiple choice test</i>
Language:	<i>English</i>
Prerequisites:	<i>None</i>
Course content:	<ol style="list-style-type: none"> 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:	<i>Understanding basic macroeconomic concepts and ability to use various macroeconomic models (simple economy, IS-LM and AS-AD). Students get perspective on recent macroeconomic developments and can analyze current state of global economy and economic policy.</i>
Contact person:	<i>Dr Wiktor Szydło (e-mail: wiktorszydlo@ue.wroc.pl)</i>
Literature:	<i>- R. Dornbusch, S. Fischer, R. Startz, Macroeconomics, McGraw-Hill (9th international edition, 2004)</i>

	- <i>N.Gregory Mankiw, Macroeconomics - 4th ed. - New York, NY : Worth Publishers, 2000</i>
	Recent texts and articles on the subject given to students
Faculty:	<i>Course for all faculties</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>Partly Makroekonomia Wydział Inżynieryjno-Ekonomiczny kierunek: all specjalność: all rok: 1 lub 2</i>

Title:	Managerial Economics	
ECTS credits:	4	
Lecture hours:	<i>Lecture and case study: 30 hours</i>	
Study period:	<i>Winter semester</i>	
Level:	<i>Intermediate</i>	
Location:	<i>Wroclaw</i>	
Examination:	<i>Examination and attendance</i>	
Language:	<i>English</i>	
Prerequisites:	<i>Microeconomics</i>	
Course content:	<i>This course studies different ways in which microeconomic instruments and quantitative tools can be used to aid managers in the process of decision making. Topics will include the analysis of consumer demand, production and cost analysis, pricing and production decisions and sensitivity analysis.</i>	
Learning outcomes:	<i>Developing knowledge and ability to use economics in managerial decisions.</i>	
Contact person:	<i>Mikolaj Klimczak Department of Microeconomics and Institutional Economics Phone: +48 71 3680 196 Email: mikolaj.klimczak@ue.wroc.pl</i>	
Literature:	<i>William F. Samuelson, Stephen G. Marks, Managerial Economics Wiley 4th, 5th or 6th edition Supplementary books and articles may be used.</i>	
Faculty:	<i>All</i>	
Czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>Tak</i>	<i>Ekonomia menedżerska Wydział Nauk Ekonomicznych Kier.: ekonomia Rok: magisterski I</i>

Title:	Methodology of Economic Science
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ECTS credits:	4
Lecture hours:	Lecture and case study: 30 hours
Study period:	Spring semester
Level:	Intermediate
Location:	Wroclaw
Examination:	Examination and attendance
Language:	English
Prerequisites:	Microeconomics and Macroeconomics
Course content:	<i>The course addresses the issues in studying economics. The main objective is to present basic issues and problems encountered while researching and studying. It will discuss current economic problems and focus on providing suitable framework to study further various fields of economics. Topics that will be covered will also include comparing and interpreting current and new approaches in economics.</i>
Learning outcomes:	<i>Understanding the scope and limitations of economics. Comprehension of contemporary challenges and extensions of economics.</i>
Contact person:	Mikolaj Klimczak Department of Microeconomics and Institutional Economics Phone: +48 71 3680 196 Email: mikolaj.klimczak@ue.wroc.pl
Literature:	Mark Blaug: <i>The Methodology of Economics, or How Economists Explain.</i> Cambridge University Press, 1992 R.G. Lipsey et al.: <i>Economics.</i> Harper & Row 1990 Supplementary books and articles may be used.
Faculty:	All
Czy przedmiot jest kopią przedmiotu prowadzonego na UE?	Nie

Title:	Monetary Policy
ECTS credits:	2
Lecture hours:	15 hrs
Study period:	Fall or spring
Level:	Intermediate
Location:	Wrocław
Examination:	Short presentation
Language:	English
Prerequisites:	Macroeconomics
Course content:	1. Introduction to monetary policy 2. Money supply

	<ol style="list-style-type: none"> 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 radoslaw.kurach@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 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. <p>Internet resources will be also provided.</p>
Faculty:	All
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie

Title:	Overview of Polish, EU and World Economy
ECTS credits:	2
Lecture hours:	Lectures – 10 h
Study period:	Winter or Summer
Level:	Specialized
Location:	Wrocław
Examination:	Essay
Language:	English
Prerequisites:	None
Course content:	<p>Analysis of national accounts of selected countries (with special attention to the EU member states and the US).</p> <p>Recent developments – booms, busts, speculative bubbles, flight of capital, exchange rate regimes, deficits, etc.</p> <p>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).</p> <p>Tiger economies and BRIC countries (brief discussion on recent developments).</p> <p>Examination of selected developed economies (the USA, Japan,</p>

	the UK, Spain, etc).
Learning outcomes:	<i>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).</i>
Contact person:	<i>Dr Wiktor Szydło (e-mail: wiktor.szydlo@ue.wroc.pl)</i>
Literature:	- Various sources – in most cases recent texts and articles on the subject given to students
Faculty:	Course for all faculties
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	No

Title:	Principles of macroeconomics
ECTS credits:	6
Lecture hours:	15 hrs – lectures, 30 hrs - classes
Study period:	Fall or spring
Level:	Basic
Location:	Wrocław
Examination:	True/false test, problems and applications tasks
Language:	English
Prerequisites:	none
Course content:	<p>“Principles of macroeconomics” is an alternative for the course “Makroekonomia”, which is compulsory for most of the first year students of Management, Computer Science and Finance Faculty.</p> <ol style="list-style-type: none"> 11. Introduction to macroeconomics 12. Measuring the economy (SNA definitions) 13. Some important facts from the modern macroeconomic theory 14. IS-LM model and the effects of monetary and fiscal policy 15. AD-AS model 16. Phillips curve and the inflation expectations 17. Open economy – balance of payments, fixed and floating exchange rate regime 18. Labour market 19. Price stability
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 radoslaw.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:	Public Sector Economics
ECTS credits:	2
Lecture hours:	15
Study period:	Winter or spring semester
Level:	Basic
Location:	Wroclaw
Examination:	Multiple choice test
Language:	English
Prerequisites:	Microeconomics
Course content:	<ul style="list-style-type: none"> - 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:	<ol style="list-style-type: none"> 1. J. E. Stiglitz, <i>Economics of the Public Sector</i>, W. W. Norton & Company, 2000. 2. R. Holcombe, <i>Public Sector Economics</i>, Pearson Education, New Jersey 2006. 3. R. W. Tresch, <i>Public Sector Economics</i>, Palgrave Macmillan 2008.
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	tak - nazwa przedmiotu: Ekonomia sektora publicznego wydział: GRiT kierunek: Ekonomia specjalność: ogólnokierunkowy rok: V/II 2-go stopnia

Title:	REGIONALISM AND REGIONAL COOPERATION
ECTS credits:	4
Lecture hours:	30 hours (15 hours lectures + 15 hours of workshop)

Study period:	Winter or Spring
Level:	Basic
Location:	Wrocław
Examination:	Attendance, participation and short presentation will be required.
Language:	English
Prerequisites:	Basic knowledge in economics.
Course content:	<ol style="list-style-type: none"> 1. The Roots and Dynamics of Regionalism <ol style="list-style-type: none"> a. Defining a Region b. Political Factors Driving Regionalism c. Economic Factors Driving Regionalism d. Two waves of regionalism 2. Europe's Regional Organizations <ol style="list-style-type: none"> a. The North Atlantic Treaty Organization b. The Organization for Security and Cooperation in Europe c. The European Union d. The Commonwealth of Independent States and the Collective Security Treaty Organization 3. Regional Organizations in the Americas 4. Asia's Regional Organizations 5. Africa's Regional Organizations 6. 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:	Joanna Kenc, jkenc@wp.pl
Literature:	<ol style="list-style-type: none"> 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:	REGIONAL ECONOMICS AND REGIONAL POLICY
ECTS credits:	2
Lecture hours:	15 hours of lectures
Study period:	Winter or spring
Level:	Advanced
Location:	Wrocław
Examination:	Open test written in English (10-20 questions)
Language:	English
Prerequisites:	Microeconomics and Macroeconomics
Course content:	The course of 15 hours, one hour a week divided into three parts:

	<p>1. Theory of regional development</p> <p>2. Regional policy in Europe: case study of different countries</p> <p>3. Regional policy on supranational level (European union regional policy)</p>
Learning outcomes:	Students will get basic information on regional development processes and regional policy on national and supranational level.
Contact person:	Dr. Anna Jenik anna.jenik@ue.wroc.pl
Literature:	H. Armstrong and Jim Taylor: „Regional Economics and Policy”; Blackwell Publishers Oxford 2000
Faculty:	All students according to their interest

Title:	Science and University Models in Terms of Knowledge-Based Economies
ECTS credits:	3
Lecture hours:	15 hrs lecture, 5 hrs seminar
Study period:	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:	<p>11) 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.</p> <p>12) The theory of sectors; knowledge sectors in modern economies.</p> <p>13) Knowledge-Based Economy-description, characteristics; Knowledge-Based Economy vs. The New Economy; measuring the level of the Knowledge-Based Economy development.</p> <p>14) The conditions of the KBE development. The science. Universities evolution or revolution? Entrepreneurial universities. 3G University.</p> <p>15) The post-academic science. Clusters. Industrial science. Academic entrepreneurship, spin-offs, spin-outs, faculty enterprises.</p> <p>16) Institutional conditions of the post academic science development. Financing, venture capital, tax allowances, law regulations, knowledge commercialization.</p> <p>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.</p>
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 , 757538252
Literature:	<p>16. Bok D.: Universities in the Marketplace. The Commercialization of Higher Education, Princeton University Press, 2003</p> <p>17. Etzkowitz H.: The Triple Helix. University-Industry-Government</p>

	<p>Innovation in Action, <i>Routledge</i>, 2008.</p> <p>18. <i>Krimsky S.</i>: Nauka skorumpowana?, <i>PIW</i> 2006</p> <p>19. <i>Ziman J.</i>: Real Science. What it is and what it means, <i>Cambridge University Press</i>, 2000.</p> <p>20. <i>Wissema J.G.</i>: Uniwersytet Trzeciej Generacji. Uczelnia XXI wieku. <i>WCTT</i>, 2009.</p>
Faculty:	<i>All students</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>no</i>

Title:	Social Policy	
ECTS credits:	2	
Lecture hours:	15 (lecture)	
Study period:	Summer	
Level:	Basic	
Location:	Wrocław	
Examination:	Multiple choice test	
Language:	English	
Prerequisites:	none	
Course content:	<ol style="list-style-type: none"> 1. Introduction to social policy 2. Welfare regimes 3. Social policy institutions 4. Social policy issues: social security, employment, education, etc. 5. Social policy in Poland 6. Globalisation and social policy 	
Learning outcomes:	<p>Knowledge of social tasks and means of their realisation</p> <p>Ability to identify social problems and possible solutions</p>	
Contact person:	<p>dr Stanisław Kamiński, Department of Sociology and Social Policy, stanislaw.kaminski@ue.wroc.pl</p>	
Literature:	<p>Hill M., <i>Social Policy in the Modern World</i>, Blackwell, Oxford 2006</p> <p>Spicker P., <i>Social Policy. Themes and Approaches</i>, The Policy Press, Bristol 2008</p>	
Faculty:	all	
Czy przedmiot jest kopią przedmiotu prowadzonego na UE?		<p>tak - nazwa przedmiotu: <i>Polityka społeczna</i></p> <p>wydział: <i>Nauk Ekonomicznych</i></p> <p>kierunek: <i>wszystkie</i></p> <p>specjalność: <i>wszystkie</i></p> <p>rok: <i>1</i></p>

Title:	The Cultural Environment of International Business	
ECTS credits:	2	

Lecture hours:	15 h (interactive tutorials)
Study period:	Winter or spring semester
Level:	Advanced
Location:	Wrocław
Examination:	Group project
Language:	English
Prerequisites:	None
Course content:	<ol style="list-style-type: none"> 1. Conception of culture <ul style="list-style-type: none"> • Definitions • Dimensions of culture • Main characteristics 2. Elements of culture <ul style="list-style-type: none"> • Verbal Language • Body language • Religion • Values and customs • Symbols 3. International business <ul style="list-style-type: none"> • Conception and areas of international business 4. International business orientations 5. Main cultural orientations 6. Cultural environment of marketing <ul style="list-style-type: none"> • Standardization or adaptation? 7. Cultural environment of management <ul style="list-style-type: none"> • Different management styles 8. Cultural environment of negotiations <ul style="list-style-type: none"> • 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 ; 691 375 779
Literature:	<ol style="list-style-type: none"> 1. Deresky H., <i>International Management: Managing Across Borders and Cultures</i>, Prentice Hall, Upper Saddle River, New Jersey 2000. 2. Ferraro G.P., <i>The Cultural Dimension of International Business</i>, Prentice Hall, Upper Saddle River, New Jersey 2002. 3. Gesteland R.R., <i>Cross – Cultural Business Behavior. Marketing Negotiating and Managing Across Cultures</i>, Copenhagen Business School Press, Copenhagen 2001. 4. Hofstede G., <i>Cultures and Organizations. Intercultural Cooperation and Its Importance for Survival. Software of the Mind</i>, HarpersCollinsPublishers, 1994. 5. Katz L., <i>Negotiating International Business: The Negotiator's Reference Guide to 50 Countries Around the World</i>, Lothar Katz, 2006.
Faculty:	All students

Czy przedmiot jest kopią przedmiotu prowadzonego na AE?	Tak	<i>Kulturowe uwarunkowania biznesu międzynarodowego</i> <i>Wydział: NE</i> <i>kierunek: MSG</i> <i>specjalność: BM, MGP, ZPiFS</i> <i>rok: I MSU</i>
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Title:	The Role of United Nations in Global Security
ECTS credits:	4
Lecture hours:	30 hours (15 hours lectures and 15 hours of workshop)
Study period:	Winter or spring
Level:	Beginners
Location:	Wrocław
Examination:	50% - essay; 50% - written exam
Language:	English
Prerequisites:	General knowledge about international political relations
Course content:	<p>8) Historical and Legal Framework For Activities of the United Nations</p> <p>9) The United Nations System</p> <p>10) The Role of the Security Council</p> <p>11) The Development of the International Human Rights System by the United Nations</p> <p>12) United Nations Peacekeeping Operations</p> <p>13) Example of UN missions – case studies</p> <p>14) The limits of humanitarian action</p> <p>15) From Peace-keeping to Peace-building</p> <p>16) UN state-building missions</p> <p>17) The United Nations and Regional Organizations</p> <p>18) Global Non-Proliferation</p> <p>19) The UN's Counter-Terrorism Efforts</p> <p>20) The United Nations Millennium Declaration</p> <p>21) Students' presentations of essays</p> <p>22) The Future of United Nations – general discussion</p>
Learning outcomes:	The aim of this course is to enhance students' knowledge about the role of United Nations. Participants will be able to recognize United Nations activities in global security. The course provides also incentives for critical thinking, motivates students to search for information and express their opinions.
Contact person:	mgr Joanna Jahn, joanna.jahn@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. Boulden J. (Editor), <i>Dealing with Conflict in Africa: The United Nations and Regional Organizations</i>, Palgrave Macmillan, Gordonsville 2003 2. Boulden J. (Editor), Weiss T. G. (Editor), <i>Terrorism and the UN: Before and After September 11</i>, Indiana University Press, Bloomington 2004 3. Bull C., <i>No Entry Without Strategy: Building the Rule of Law under un Transitional Administration</i>, United Nations University Press, Tokyo 2008 4. Cede F. (Editor), Sucharipa-Behrmann (Editor), <i>United Nations: Law and Practice</i>, Brill Academic Publishers, Leiden 2001 5. MacFarlane S. N., Khong Y. F., <i>Human Security and the UN: A Critical History</i>, Indiana University Press, Bloomington 2006 6. Minear L. (Editor), Smith H. (Editor), <i>Humanitarian Diplomacy: Practitioners and Their Craft</i>, United Nations University Press, Tokyo 2007 7. Price R. Z., Mark W. (Editor), <i>United Nations and Global Security</i>, Palgrave Macmillan, Gordonsville 2004 8. Nesi G. (Editor), <i>International Co-Operation in Counter-Terrorism: The United Nations and Regional Organizations in the Fight Against Terrorism</i>, Asgate Publishing Group, Abingdon 2006 9. Newman E., Rich R., <i>UN Role in Promoting Democracy: Between Ideas and Reality</i>, United Nations University Press, Tokyo 2004

	10. Thakur R. C. (Editor), Schanbel A. (Editor), United Nations Peacekeeping Operations: Ad Hoc Missions, Permanent Engagement, United Nations University Press 2001 11. Webpage of United Nations: http://www.un.org/
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>Nie</i>

FINANCE, ACCOUNTING AND BANKING

Title:	Accountancy – business language Бухгалтерский учёт - язык бизнеса (лекции на русском языке) Rachunkowość – język biznesu
ECTS credits:	4
Lecture hours:	30 часов, 30 godzin, 30 hours
Study period:	зимний или летний курс semestr letni lub zimowy <i>winter or summer</i>
Level:	элементарный <i>podstawowy</i> <i>elementary</i>
Location:	Вроцлав <i>Wrocław</i> <i>Wrocław</i>
Examination:	самостоятельная письменная работа <i>samodzielna praca pisemna</i>
Language:	Русский Rosyjski Russian
Prerequisites:	экономика <i>ekonomia</i>
Course content:	Международное сотрудничество в области торговли, производства и услуг требует знания языка бизнеса. Таким языком является располагающий определённым кругом понятий бухгалтерский учёт. Геополитическое положение Польши предназначает нас поддерживать сотрудничество и быть посредником между Западом и

	Востоком Европы. Для этого необходимо знание языка бизнеса, которым является бухгалтерский учёт - лекции на русском языке.
Learning outcomes:	компендий знаний бухгалтерского учёта kompendium wiedzy o rachunkowości
Contact person:	<i>Dr Joanna Koczar, joanna.koczar@wp.pl</i>
Literature:	Hendriksen, Breda, Teoria rachunkowości (wydanie rosyjskojęzyczne) Э.С.Хендриксен, М.Ф.Ван Бреда: Теория бухгалтерского учёта
Faculty:	все специальности, wszystkie specjalności <i>for all</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	нет nie по no

Title:	Analysis, Using and Understanding Financial Statements of the Firm	
ECTS credits:	3	
Lecture hours:	20	
Study period:	<i>Fall & Spring</i>	
Level:	<i>Basic</i>	
Location:	<i>Wrocław</i>	
Examination:	<i>Written test</i>	
Language:	<i>English</i>	
Prerequisites:	<i>None</i>	
Course content:	<i>In the lecture will be shown and explained the role of true understanding and profitable use of financial statements. Will be discussed their role in the prediction close and far future health of the firm.</i>	
Learning outcomes:	<i>The ability to read and understand the most important information from financial data of the firm</i>	
Contact person:	Grzegorz Michalski, Erasmus.Michalski@gmail.com; tel.48.503.452.860	
Literature:	Michalski G., Prediction cooperatior future condition using financial statements (In Polish: Ocena kontrahenta na podstawie sprawozdań finansowych), ODDK, Gdańsk, 2008. White G. I., A. C. Sondhi, D. Fried, The Analysis and Use of Financial Statements, Wiley, New York 2003. Michalski G., Liquidity management in small enterprises (in Polish: Płynność finansowa w małych i średnich przedsiębiorstwach), WN PWN, Warszawa, 2005. Peterson P. P., F. J. Fabozzi, Analysis of Financial Statements, Wiley, New York 2006. Michalski G., Financial strategies of the firm (In Polish: Strategie finansowe przedsiębiorstw), ODDK, Gdańsk, 2009. Wilson M., Reading the Financial Pages For Dummies, Wiley, New York 2009.	
Faculty:	<i>All</i>	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>	

Title:	BUSINESS BUDGETING
ECTS credits:	6
Lecture hours:	45 hours of IT-workshops
Study period:	both winter and summer terms
Level:	advanced
Location:	Wrocław
Examination:	<ol style="list-style-type: none"> 1) Electronic report based on a complex case study including: written description of a company, basic assumptions and information necessary to prepare sub-budgets, master budget and envisaged financial statements, calculations presented in the form of tables or charts and conclusion resulting from ratio and variance analyses 2) Presentation of the major findings from the report 3) In-class activities
Language:	English
Prerequisites:	Acquaintance with fundamental concepts of management and accounting.
Course content:	<p>The course* combines theoretical and analytical approaches to budgeting-related issues.</p> <p>Lectures presenting a general concept of business budgeting are supplemented with IT-workshops in MS Excel environment, where students become acquainted with analytical techniques necessary for planning business activities. The whole course is supported with case studies presenting a budgeting process from a practical perspective.</p> <p>*This course may be chosen separately or as a part of the <i>Controller's Tool Pack</i>, which covers over 100 hours of quality workshops for would-be controllers and managerial accountants, and includes: <i>Business Budgeting</i>, <i>Controlling</i> and <i>Excel for Controllers</i>.</p>
Learning outcomes:	<p>Knowledge</p> <p>The course makes students familiar with such topics as: 1) Role of budgeting in an enterprise; 2) Principles of budgeting; 3) Phases of a budgeting process; 4) Different methods of budgeting; 5) Structure of a master budget and analysis of its elements; 6) Envisaged financial statements</p> <p>Skills</p> <p>The course helps to acquire such skills as: formulation of budgets in various manners (bottom-up, incremental, zero-based budgeting), and performing budgetary control.</p> <p>Competences</p> <p>The Business Budgeting course develops competences required for managers and controllers of enterprises in producing forecasts, setting plans and schedules, co-ordinating them and drawing budgets.</p>
Contact person:	<p>Dr Joanna Dyczkowska tel.: (071) 36-80-807, e-mail: Joanna.Dyczkowska@ue.wroc.pl</p>
Literature:	<p>Materials will be submitted by the instructor.</p> <p>Recommended books:</p> <ol style="list-style-type: none"> 1) Robert Rachlin: <i>Total Business Budgeting: A Step-by-Step Guide with</i>

	<p><i>Forms, 2nd Edition, Willey 1999</i></p> <p>2) William R. Lalli (Editor): <i>Handbook of Budgeting, 5th Edition, Willey 2003</i></p> <p>3) Nils H. Rasmussen, Christopher J. Eichorn: <i>Budgeting: Technology, Trends, Software Selection, and Implementation, Willey 2000</i></p> <p>4) Janice M. Roehl-Anderson, Steven M. Bragg: <i>The Controller's Function: The Work of the Managerial Accountant, 3rd Edition, Willey 2005</i></p> <p>5) Steven M. Bragg: <i>Controller's Guide to Planning and Controlling Operations, Willey 2004</i></p>
Faculty:	Everyone is invited
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>

Title:	CASH AND FINANCIAL LIQUIDITY MANAGEMENT
ECTS credits:	3
Lecture hours:	20
Study period:	Spring
Level:	Basic
Location:	Wroclaw
Examination:	Written test
Language:	English
Prerequisites:	None
Course content:	The aim of the course will be the best cash and financial liquidity mix. Cash management identify the cash balances (transaction, precautionary and speculative) which allows for the business to meet day to day expenses, but reduces cash holding and managing costs. Part of the financial liquidity management are also components such as inventories, accounts receivables and accounts payables. Inventory management identify the level of inventories and allow uninterrupted production but optimize the investment in materials and optimizes reordering costs. Accounts receivable management identify the best trade credit policy, i.e. credit terms which will be offered to customers. Financial liquidity and its measurement Corporate Net Working Capital management strategies Cash conversion cycle and operating cycle Inventory management (ABC, EOQ, POQ, VBEOQ, VBPOQ) Accounts receivable management Cash budget & cash management models.
Learning outcomes:	The ability to choose best cash and financial liquidity mix for the firm. Student should know how to identify the best source of financing and analyzes the best net working capital policy firm should chose to maximize its value.
Contact person:	Grzegorz Michalski, Erasmus.Michalski@gmail.com; 52n52.48.503.452.860
Literature:	Michalski G., Operational risk in current assets investment decisions: Portfolio management approach in accounts receivable, AGRICULTURAL ECONOMICS, Vol: 54, Iss: 1, p: 12-19, 2008. Michalski G., Strategic Financial Liquidity Management (52n Polish: Strategiczne zarządzanie

	<p> płynnością finansową), CeDeWu 2010. Michalski G., Effectiveness of investments in operating Cash, Journal of Corporate Treasury Management, ISSN 1753-2574, vol. 3, iss. 1, Dec. 2009. Inventory Management Optimization as Part of Operational Risk Management, Journal Of Economic Computation And Economic Cybernetics Studies And Research, ISSN 0424-267X, vol.43 nr4/2009, s. 213-223. Sartoris W.L., N.C.Hill, The McGraw-Hill 36-Hour Cash Management Course, 1993. Maness T. S., J. T. Zietlow, Short-Term Financial Management, The Dryden Press, 1998. Michalski G., Liquidity management 53n small enterprises (53n Polish: Płynność finansowa w małych i średnich przedsiębiorstwach), WN PWN, Warszawa, 2005. Pluta W., G. Michalski, Short-run financial management. (53n Polish: Krótkoterminowe zarządzanie kapitałem), CH Beck, Warszawa 2005. </p>	
Faculty:	<i>All</i>	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>Nie</i>	

Title:	Company taxation in Poland	
ECTS credits:	4	
Lecture hours:	30 h (15*1,5h)	
Study period:	<i>Winter or Spring</i>	
Level:	<i>advanced</i>	
Location:	<i>Wroclaw</i>	
Examination:	<i>Written exam after the whole lectures</i>	
Language:	<i>English</i>	
Prerequisites:	<i>Micro and Macroeconomics, Public finance,</i>	
Course content:	<ol style="list-style-type: none"> 1. General information about tax burden in Poland, taxes in Poland. 2. Tax definition, The Elements of Tax Techniques 3. The concept of income taxes in Poland 4. The Arisal and Expiration of Tax Liability 5. Minimizing the tax risk in Polish tax system 6. Third Persons' Tax Liability 7. Tax Proceeding – selected institutions 8. Taxation of entrepreneur's income – domestic regulations 9. International taxations, the problem of Transfer Pricing 10. Taxation of specific income – interests, loyalties, etc. 11. Turnover taxes – general assumptions 12. Value added tax – European and domestic regulations 13. Local taxes in Poland 14. The penalties in polish tax system. 15. The structure of tax authorities in Poland 	
Learning outcomes:	<i>Students receive information about tax system in Poland, they will be able precise the tax consequences of different activities, e.g. they will learn how to choose the form of performing business activity according to tax and public insurances burdens, the lectures show students how to optimize the tax burden in Poland.</i>	
Contact person:	<i>Dr Krzysztof Biernacki, Katedra Finansów, Wydział Nauk Ekonomicznych, krzysztof.biernacki@ue.wroc.pl</i>	

Literature:	<i>Printed lectures given by teacher</i>
Faculty:	<i>Financial preferred</i>
Czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>tak – Postawy opodatkowania przedsiębiorców: wydział: Nauk Ekonomicznych kierunek: Finanse i Rachunkowość specjalność: Finanse Przedsiębiorstw i Instytucji Samorządowych rok: III</i>

Title:	CONTROLLING
ECTS credits:	4
Lecture hours:	30 hours of workshops with IT support
Study period:	both winter and summer terms
Level:	advanced
Location:	Wrocław
Examination:	The assignment consists of the following elements: 1. Written report on a case study analysed in classes 2. Application of controlling methods in companies or institutions – team project 3. In-class performance
Language:	English
Prerequisites:	Familiarity with fundamental concepts of management, accounting and information technology
Course content:	The course* offers a practice-oriented approach to planning, control, co-ordination and reporting problems in an enterprise. It provides participants with necessary knowledge and skills to cope with tasks which controllers or managerial accountants have to face. The IT-workshops in MS Excel environment make students acquainted with application of accounting and financial tools in various areas of business activity. *This course may be chosen separately or as a part of the <i>Controller's Tool Pack</i> , which covers over 100 hours of quality workshops for would-be controllers and managerial accountants, and includes: <i>Business Budgeting</i> , <i>Controlling</i> and <i>Excel for Controllers</i> .
Learning outcomes:	Knowledge The course makes students familiar with such topics as: 1) Forecasting and planning (integrating financial and non-financial plans); 2) Project management (costing, co-ordination of time schedules and budgets, personal management); 3) Sales analysis (customer profiles, volume- and time-structures of sales); 4) Logistic chain management; 5) Production modelling; 6) Financial monitoring (ratio analysis); and 7) Strategic perspective (long-term investments, balanced scorecard) Skills The course helps to acquire such skills as: working with plans; conducting feasibility analysis; applying financial and non-financial ratios; creating evaluation forms and preparing controller's reports (with appropriate design, data formats and visualisation techniques). Competences

	The Controlling course helps to acquire the competence in economic analysis and reporting, understood as an ability to analyse and follow complex logical relations, and draw and present conclusions in a convincing manner.
Contact person:	Dr Tomasz Dyczkowski phone: 071 36-80-807, e-mail: Tomasz.Dyczkowski@ue.wroc.pl
Literature:	Materials will be submitted by the instructor. Recommended supplementary reading: 1) S. M Bragg: <i>Controller's Guide: Roles and Responsibilities for the First Years</i> , Willey: 2005. 2) S. M Bragg: <i>The Controller's Function: The Work of the Managerial Accountant</i> , Willey: 2011. 3) <i>Handbook of Budgeting</i> , W. R. Lalli (ed.), Willey: 2003. 4) N. H. Rasmussen (et al.): <i>Budgeting: Technology, Trends, Software Selection, and Implementation</i> , Willey: 2000.
Faculty:	Everyone is invited
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>

Title:	Corporate governance
ECTS credits:	4
Lecture hours:	30
Study period:	Winter or Spring
Level:	Intermediate
Location:	Wrocław
Examination:	Written work and its presentation
Language:	english
Prerequisites:	Corporate Finance
Course content:	<ol style="list-style-type: none"> 1. Theories and development of corporate governance 2. Legal mechanisms regulating corporate governance in EU and USA 3. Financial reporting requirements and practices of the companies 4. Shareholder and stakeholder rights and responsibilities 5. Best practices on corporate management 6. Corporate governance and the firm value 7. Corporate governance and risk management
Learning outcomes:	Appreciate the importance of corporate governance, adopt the appropriate mechanism for effective governance, value the shareholder and stakeholder rights and responsibilities, understand the significance of audit committee, its composition and responsibilities, implement best practices on corporate management
Contact person:	Dominika Fijalkowska, fijalkowskadominika@gmail.com
Literature:	<ol style="list-style-type: none"> 1. Botosan Ch.A.: <i>Disclosure Level and the Cost of Equity Capital</i>, <i>The Accounting Review</i>, Vol. 72, No 3, July 1997, pp.323 – 349 2. Botosan Ch.A., Plumlee M.: <i>A Re - examination of Disclosure</i>

	<p><i>Level and the Expected Cost of Equity Capital, Journal of Accounting Research, Vol.40 No. 1 March 2002, pp. 21 - 40</i></p> <p>3. <i>Mallin Ch.A.: Corporate Governance, Oxford University Press, USA 2004</i></p> <p>4. <i>Mallin Ch.A., Ow – Yong K.: Corporate Governance in Alternative Investment Market (AIM) Companies: Determinants of Corporate Governance Disclosure, Presenter of paper at the Third Singapore International Conference on Finance 2009</i></p> <p>5. <i>Monks R.A.G., Minow N.: Corporate Governance, Blackwell Publishers, 3rd Edition, 2004</i></p>
Faculty:	<i>all</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<p><i>tak - nazwa przedmiotu: Ład korporacyjny</i></p> <p><i>wydział: Nauk Ekonomicznych</i></p> <p><i>kierunek: Finanse i Rachunkowość</i></p> <p><i>specjalność:</i></p> <p><i>rok: I rok II stopień</i></p>

Title:	Corporate Valuation
ECTS credits:	3
Lecture hours:	20 hours
Study period:	Summer or Winter (both)
Level:	Intermediate
Location:	Wrocław
Examination:	Written exam
Language:	English
Prerequisites:	Finance
Course content:	<ol style="list-style-type: none"> 1. Introduction to corporate valuation (the role and fundamental principles of valuation), overview of different approaches to valuation 2. Estimation of discount rates, cash flows, terminal value and future growth 3. Discounted cash flow models of corporate valuation (free cash to equity, free cash flow to firm and other models) 4. Adjusted present value approaches to corporate valuation 5. Dividend discount models 6. Relative valuation – corporate valuation using multiples (P/E, P/BV, P/S ratios) 7. Asset-based valuation 8. Contingent claim approach – option pricing theory in corporate valuation 9. Special cases in valuation of different companies 10. Basics of value-based management

Learning outcomes:	<p>Valuation is one of the most essential skills that students of finance should acquire. There is no major corporate investment decision that can be made without first asking the question: ‘What is it worth?’.</p> <p>This is a course that provides the opportunity to apply finance theories to practical corporate financial problems. The major issue that is examined during the course is the determination of corporate value.</p> <p>The objective of this course is to introduce the basic tools to understand the process of business valuation.</p> <p>The process of valuation developed in this course has a wide variety of applications to other business decisions. Thus, after completing this course, students should be able to apply their knowledge to a variety of valuation problems, such as valuing firms, new investment projects, and selected corporate strategies. In particular students should be able:</p> <ul style="list-style-type: none"> • to value a firm using different methodologies, • to analyze how financing decisions influence firm value., • to solve management problems associated with business value.
Contact person:	Dr hab. Bartłomiej Nita, prof. UE, e-mail: bartlomiej.nita@ue.wroc.pl
Literature:	<ul style="list-style-type: none"> • T. Coller, M. Goedhart, D. Wessels, <i>Valuation. Measuring and Managing the Value of Companies</i>, John Wiley and Sons, Hoboken 2005. • A. Damodoran, <i>Investment Valuation</i>, John Wiley and Sons, New York 2002.
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	tak

Title:	Cost-Benefit Analysis of Investment Projects
ECTS credits:	3
Lecture hours:	10h lecture +10h workshop
Study period:	Winter or Spring
Level:	Advanced
Location:	Wroclaw
Examination:	Written test
Language:	English
Prerequisites:	Basic accounting, basic investment decisions
Course content:	<p>Cost-benefit analysis (CBA) is one of the economic analyses methods, which purpose is to help evaluate a project or proposal. In this sense it could be perceived as an investment decision tool. It shows if the project will increase the common wealth and it helps to identify value for money solutions that meet the objectives of government policies. In broad socio-economic sense the analysis will tackle not only financial aspects of an investment but also other aspects that are not explicit in market prices.</p>

	<p><i>CBA of investment projects is explicitly required by the new EU regulations for different funds for major projects. CBA is also useful in many different situations connected with collecting funds to run investment projects.</i></p> <p><i>The lecture combines theory and practical applications. An understanding of financial methods for project appraisal is essential if one is to develop and implement the methods of project economic (social) effectiveness appraisal. Therefore, lectures begin with basic concepts, including background on the economic and financial environment, financial and economic analysis, risk analysis, and the valuation process. With this background one can understand how specific techniques and decision rules can be used for appraisal of projects from investor and social point of view. Lectures will cover following subjects:</i></p> <p>1 What is Cost-Benefit Analysis – differences between financial and economic analysis (theory of distortions).</p> <p>2 An agenda for the project examiner <i>Provides operational tools for both the preparation and the appraisal of the project.</i></p> <p>3 Financial analysis <i>This section explains how to conduct the study, from the definition of the main items to include in the analysis to the calculation of the financial IRR and NPV (both of the investment and of the equity).</i></p> <p>4 Economic analysis <i>Starting from the financial analysis and the table of financial flows, the aim is to assess a standard methodology for the four steps for the definition of the table for the economic analysis: correction for fiscal aspects; correction for externalities; the determination of the conversion factors; the determination of social discount rate.</i> <i>The section focuses on how to calculate the social costs and benefits of a project and how they can influence the final result. It provides guidance on how to calculate economic IRR and economic (social) NPV and to understand its economic meaning for project appraisal.</i></p> <p>5 Multicriteria analysis <i>This section will cover situations in which the IRR and NPV criteria are insufficient as impact indicators and complementary analysis is needed.</i></p> <p>6. Sensitivity and risk analysis <i>The section gives an outline on the treatment of uncertainty in investment projects.</i></p>
Learning outcomes:	<i>The ability to implement the methods of project financial and economic (social) effectiveness appraisal.</i>
Contact person:	<i>dr Magdalena Ligus e-mail: magdalena.ligus@ue.wroc.pl</i>
Literature:	<i>Boardman A.E., Greenberg D.H.: Cost-benefit analysis. Concepts and practice. Third edition. Prentice Hall, New Jersey 2006.</i>

	<p><i>Guide to cost-benefit analysis of investment projects. (Structural Fund – ERDF, Cohesion Fund and ISPA). Prepared for: Evaluation Unit DG Regional Policy European Commission, 2008.</i></p> <p><i>Guidelines for preparing economic analysis. U.S. Environmental Protection Agency, 2000.</i></p> <p>Mitchell R.C., Carson R.T.: <i>Using surveys to value public goods: the contingent valuation method. Resources for the Future, Washington D.C. 1989.</i></p> <p>Hanley N., Spash C.L.: <i>Cost-benefit analysis and the environment. Edward Elgar, 1993.</i></p>
Faculty:	<i>all</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>no</i>

Title:	CURRENT ASSETS MANAGEMENT: VALUE BASED WORKING CAPITAL DECISIONS
ECTS credits:	<i>3</i>
Lecture hours:	<i>20</i>
Study period:	<i>Fall</i>
Level:	<i>Basic</i>
Location:	<i>Wrocław</i>
Examination:	<i>Written test</i>
Language:	<i>English</i>
Prerequisites:	<i>None</i>
Course content:	<p>Current assets management should use a combination of policies and techniques leading to firm value creation. Cash management identify the cash balances (transaction, precautionary and speculative) which allows for the business to meet day to day expenses, but reduces cash holding and managing costs. Inventory management identifies the level of inventories and allows uninterrupted production but optimize the investment in materials and optimizes reordering costs. Accounts receivable management identify the best trade credit policy, i.e. credit terms which will be offered to customers. Corporate Net Working Capital management strategies Cash conversion cycle and operating cycle Inventory management (ABC, EOQ, POQ, VBEOQ, VBPOQ) Accounts receivable management Cash budget & cash management models.</p>
Learning outcomes:	<i>The ability to decide which current assets management strategy is the best in the context of firm value creation.</i>
Contact person:	<i>Grzegorz Michalski, Erasmus.Michalski@gmail.com; tel.48.503.452.860</i>
Literature:	<p>Maness T. S., J. T. Zietlow, Short-Term Financial Management, The Dryden Press, 1998.</p> <p>Michalski G., Liquidity management in small enterprises (in Polish: Płynność finansowa w małych i średnich przedsiębiorstwach), WN PWN, Warszawa, 2005.</p> <p>Pluta W., G. Michalski, Short-run financial management. (in Polish: Krótkoterminowe zarządzanie kapitałem), CH Beck, Warszawa 2005.</p> <p>Michalski G., Strategic financial liquidity management (in Polish: Strategiczne zarządzanie płynnością finansową), CeDeWu, Warszawa 2010.</p> <p>Michalski G., Effectiveness of investments in operating Cash, Journal of Corporate Treasury Management, ISSN 1753-2574, vol. 3, iss. 1, Dec. 2009.</p>

	Michalski G., Inventory Management Optimization as Part of Operational Risk Management, Journal Of Economic Computation And Economic Cybernetics Studies And Research, ISSN 0424-267X, Volume 43 Number 4/2009, s. 213-223.	
Faculty:	All	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	Nie	

Title:	Enterprise risk management
ECTS credits:	4
Lecture hours:	15 h lecture + 15 h workshop
Study period:	Spring
Level:	Advanced
Location:	Wrocław
Examination:	Written test
Language:	English
Prerequisites:	basic accounting, financial mathematics, corporate finance
Course content:	<p>The emphasis is on setting forth clearly to the important concepts in the field of Corporate Finance and Strategic Management. The particular attention is given to testable propositions and to the literature that has developed empirical tests of important elements of risk management. In addition, the nature and uses of enterprise risk management can be better understood because of an application examples that will be analyzed during the course.</p> <p>1 Overview of Risk Management 2 Objectives of Risk Management 3 Finance theory as the framework for Risk Management 4 Measuring and Managing Enterprise risk</p> <p>Direct risk analysis methods. Indirect risk analysis methods. Sensitivity analysis. Scenario planning methods.</p>
Learning outcomes:	Students will know how to estimate and analyze enterprise's risk, they will be able to apply proper models and theories to theoretical and practical problems of risk management
Contact person:	dr Tomasz Słowski, tel. 36-80-662, e-mail: tomasz.slonski@ue.wroc.pl mgr Karolina Daszyńska-Żygadło, tel. 36-80-887, karolina.zygadlo@ue.wroc.pl
Literature:	<p>M.C. Ehrhardt and E.F. Brigham: „Financial Management: Theory and Practice” Thirteen Edition. South-Western CENGAGE Learning</p> <p>J. Sulock, J. Dunkelberg: “Cases in Financial Management” John Wiley and Sons, Inc, 2002.</p> <p>Hooley G.J., Saunders J.A., Piercy N.F.: <i>Marketing Strategy and Competitive Positioning</i>, Harlow: Pearson Education Limited 2004, 3rd edition</p> <p>Fleischer C.S., Bensoussan B.E.: <i>Strategic and Competitive Analysis. Methods and Techniques for Analyzing Business Competition</i>, New Jersey: Pearson Education, Inc. 2003</p>
Faculty:	All

<i>czy przedmiot jest kopią przedmiotu prowadzonego na UE?</i>	<i>nie</i>	
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Title:	Family finance management	
ECTS credits:	3	
Lecture hours:	20	
Study period:	Fall	
Level:	Basic	
Location:	Wrocław	
Examination:	Written test	
Language:	English	
Prerequisites:	None	
Course content:	<i>During this lectures we will learn how to identify family best values and how to choose family financial goals. We will use long-run and short-run financial decision approach knowing that our decisions are fixed in conditions of risk and uncertainty.</i>	
Learning outcomes:	<i>Student should know how to identify family best values and how to choose family financial goals with use long-run and short-run financial decision approach.</i>	
Contact person:	Grzegorz Michalski, Erasmus.Michalski@gmail.com; tel.48.503.452.860	
Literature:	<p>Michalski G., Lexicon of financial management (In Polish: Leksykon zarządzania finansami), CH Beck, Warszawa 2004.</p> <p>Michalski G., Financial strategies of the firm (In Polish: Strategie finansowe przedsiębiorstw), ODDK, Gdańsk, 2009.</p> <p>Michalski G., K. Prędkiwicz, Succesfull entrepreneurial financial management in microfirms (in Polish: Tajniki finansowego sukcesu dla mikrofirm), CHBeck 2007.</p> <p>Bajtelsmit V. L., Personal Finance: Planning and Implementing Your Financial Goals, Wiley 2005.</p> <p>Douglas A., E. Lewin, Family Finance, Dearborn Trade 2001.</p> <p>Woerheide W., Core Concepts of Personal Finance, Wiley 2004.</p> <p>Fletcher D. E., Understanding the Small Family Business, Routledge 2002.</p> <p>Millar R., A Complete Guide to Family Finance, Kogan Page Publishers 2004.</p> <p>Israelsen C. L., R. O. Weagley, Personal & Family Finance Workbook, Kendall Hunt Pub 2006.</p> <p>Callaghan G., I. Fribbance, M. Higginson, Personal Finance, Wiley 2006.</p> <p>Michalski G., Fundamentals of financial management (in Polish: Wprowadzenie do zarządzania finansami), CHBeck, Warszawa 2010.</p>	
Faculty:	All	
<i>czy przedmiot jest kopią przedmiotu prowadzonego na UE?</i>	<i>Nie</i>	

Title:	Financial Analysis	
ECTS credits:	3	
Lecture hours:	20 hours	
Study period:	Summer or Winter (both)	
Level:	Intermediate	

Location:	Wrocław	
Examination:	Written exam	
Language:	English	
Prerequisites:	Basics of Finance and Accounting	
Course content:	<ol style="list-style-type: none"> 1. Financial statement as a major source of information 2. Fundamentals of financial reporting (understanding Balance sheet and income statement, EBIT etc.) 3. Assessing Liquidity and Operational Efficiency 4. Assessing profitability, risk and growth 5. Measuring and analyzing cash flows 6. Forecasting financial statement and additional funds needed formula 7. Working capital analysis and cash conversion cycle 8. Market measures (EPS, P/E) 	
Learning outcomes:	<p>The objective of this course is to introduce the basic tools of financial analysis in order to understand financial situation of a company.</p> <p>In particular students should be able:</p> <ul style="list-style-type: none"> • to calculate financial ratios, • to understand relationships among various financial measures • to asses financial performance of a company 	
Contact person:	Dr hab. Bartłomiej Nita, prof. UE, e-mail: bartlomiej.nita@ue.wroc.pl	
Literature:	<ol style="list-style-type: none"> 1. Financial Analysis with Microsoft Excel 2007, Timothy R. Mayes and Todd M. Shank, 2. Financial Reporting, Financial Statement Analysis, and Valuation: A Strategic Perspective, Clyde P. Stickney, Paul Brown, and James M. Wahlen, 3. Porter, Norton, Using Financial Accounting Information: The Alternative to Debits and Credits, 4. Gibson, Financial Reporting and Analysis: Using Financial Accounting Information 	
Faculty:	All students	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	tak	

Title:	Financial Management for Nonprofit Organizations	
ECTS credits:	3	
Lecture hours:	20	
Study period:	Spring	
Level:	Basic	
Location:	Wrocław	
Examination:	Written test	
Language:	English	
Prerequisites:	None	

Course content:	<i>This lecture will cover the theory and practice of nonprofit financial policies and strategies. Our purpose will be to show how to choose and use financial management strategies for nonprofit organization. We will present how nonprofit organizations should use cash flow sources, borrowing, risk management, short-run and long-run financial planning.</i>	
Learning outcomes:	<i>The knowledge how to choose and use financial management strategies for nonprofit organization.</i>	
Contact person:	Grzegorz Michalski, Erasmus.Michalski@gmail.com; tel.48.503.452.860	
Literature:	<p>Michalski G., Intrinsic Liquidity Value for Non-Profit Organizations, Proceedings of the 2nd International Conference on Business and Economy – Constanza, vol. 2, H.Ridley, M.Farber, S.Hull (eds.) , Contemporary Science Association, Addleton Academic Publishers, New York 2010, ISBN: 978-1-935494-18-8, s. 235-242.</p> <p>Zietlow J., J.A. Hankin, A.G. Seidner, Financial Management for Nonprofit Organizations: Policies and Practices, Wiley 2007.</p> <p>Michalski G., Optimal Strategy of Liquidity Financing for Non-Profit Organizations, Proceedings of the 2nd International Conference on Business and Economy – Constanza, vol. 2, H.Ridley, M.Farber, S.Hull (eds.) , Contemporary Science Association, Addleton Academic Publishers, New York 2010, ISBN: 978-1-935494-18-8, s. 225-234.</p> <p>Herman M.L., G.L. Head, P.M. Jackson, T.E. Fogarty, Managing Risk in Nonprofit Organizations: A Comprehensive Guide, Wiley 2003.</p> <p>Bryce H.J., Financial and Strategic Management for Nonprofit Organizations: A Comprehensive Reference to Legal, Financial, Management, and Operations Rules and Guidelines for Nonprofits, Wiley 2000.</p> <p>Hankin J.A., A.G. Seidner, J. Zietlow, Financial Management for Nonprofit Organizations, Wiley 1998.</p> <p>Maddox D.C., Budgeting for Not-for-Profit Organizations, Wiley 1999.</p> <p>Zietlow J.T., A. Seidner, Cash and Investment Management for Nonprofit Organizations, John Wiley & Sons, New York 2007.</p> <p>Michalski G., Efektywność inwestycji w zapasy w opodatkowanych I nieopodatkowanych organizacjach, ZN US nr 639, Szczecin 2011, s. 277-286</p>	
Faculty:	All	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie	

Title:	FINANCIAL MANAGEMENT
ECTS credits:	7
Lecture hours:	30 h lecture + 30 h workshop
Study period:	Winter / Spring
Level:	Intermediate
Location:	Wrocław
Examination:	Written test
Language:	English
Prerequisites:	basic accounting, financial mathematics
Course content:	Understanding of principles of finance theory is indispensable to develop and implement effective financial strategies. Lectures take students through the basic concepts, including background on the economic and financial environment, financial statement analysis, risk analysis, and the valuation process. With this portion of knowledge one can understand how specific techniques and decision rules can be used in the process of value maximization of the company. Lectures will cover following

	<p>subjects:</p> <p>1 Basic Concepts in Finance Objective and Scope of Finance. Agency Problems. Capital Market and Portfolio Theories. Analysis of Financial Statements.</p> <p>2 Capital Budgeting Decisions The Capital Budgeting Process. Cash Flows Analysis. Capital Budgeting without Capital Constraints: NPV, IRR, Payback, and Accounting Rate of Return. Capital Budgeting Under Capital Rationing: Profitability Index, Mathematical Programming. Risk-Adjusted NPV Model: Risk-Adjusted Discount Rate and Certainty Equivalent Approaches. Risk Analysis Techniques: Sensitivity Analysis, Simulation, and Decision Trees. Impact of Inflation. Dependence of Cash Flows over Time. Correlation among Investment Projects. Agency Problem.</p> <p>3 Cost of Capital Weighted Average Cost of Capital. Marginal Cost of Capital. Application of the CAPM.</p> <p>4 Capital Structure Decisions Short to Medium-Term Debt Financing. Long-Term Debt Financing. Equity Capital. Quasi-Equity Capital. Agency Problem of External Financing. Financial Leverage and Financial Risk. Capital Structure Theories: Traditional Approaches and The Modigliani-Miller Theory. Impact of Market Imperfections: Taxes and Agency Problem. Optimal Capital Structure.</p> <p>5 Dividend Policies Dividend Decisions and Shareholder Wealth. Modigliani-Miller Irrelevance Argument. Taxes, Clientele Effects, and Announcement Effects. Factors Affecting Dividend Policies. Types Of Dividend Policies.</p>
Learning outcomes:	Students will know and understand basic concepts in finance, they will be able to solve problems and case studies in regards to capital budgeting decisions, as well as capital structure decisions.
Contact person:	dr Tomasz Słowski, tel. 36-80-662, e-mail: tomasz.slonski@ue.wroc.pl mgr Karolina Daszyńska-Żygadło, tel. 36-80-887, karolina.zygadlo@ue.wroc.pl
Literature:	Ross, S.A., Westerfield, R.W. and Jordan, B.D., <i>Fundamentals of Corporate Finance</i> , Irving Mc-Graw-Hill. Supplementary reading: E.Brigham, L.Gapenski: „Financial Management:.. The Dryden Press, Chicago R. A. Brealey, S. C. Myers, F. Allen “Principles of Financial Management” (International Edition 2008), McGraw-Hill J. Sulock, J. Dunkelberg: “Cases in Financial Management” John Wiley and Sons, Inc, 2002.

Faculty:	<i>All</i>	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>tak</i>	

Title:	FINANCIAL PLANNING	
ECTS credits:	<i>4</i>	
Lecture hours:	<i>15 h lecture + 15 h workshop</i>	
Study period:	<i>Spring</i>	
Level:	<i>Intermediate</i>	
Location:	<i>Wrocław</i>	
Examination:	<i>Written test</i>	
Language:	<i>English</i>	
Prerequisites:	basic accounting, financial mathematics	
Course content:	<p>The lecture combines theory and practical applications. An understanding of finance theory is absolutely essential if one is to develop and implement effective financial strategies. Therefore, lectures begin with basic concepts, including background on the economic and financial environment, financial statement analysis, risk analysis, and the valuation process. With this background one can understand how specific techniques and decision rules can be used to help maximize the value of the enterprise. Lectures will cover following subjects:</p> <p>1 What is Financial Planning – its role and functions 2 Financial Planning Models Components of Financial Planning Model, Sustainable Growth Model, Percentage of Sales Model, 3 Risk measuring methods Break-even Point Analysis, Sensitivity Analysis, Scenario Analysis 4 Working Capital Management and Short-Term Planning Working Capital – Components and Management Strategies, Cash Conversion Cycle, Current Assets Planning, Cash Budgeting, Short-Term Financing Plan, Sources of Short-Term Financing</p>	
Learning outcomes	Students will know short and long term models of financial planning, they will be able to use them in practical cases.	
Contact person:	dr Tomasz Słowski, tel. 36-80-662, e-mail: tomasz.slonski@ue.wroc.pl mgr Karolina Daszyńska-Żygadło, tel. 36-80-887, karolina.zygadlo@ue.wroc.pl	
Literature:	R.C. Higgins “Financial Analysis” E.Brigham, L.Gapenski: „Financial Management:.. The Dryden Press, Chicago R. A. Brealey, S. C. Myers, F. Allen “Principles of Financial Management” (International Edition 2008), McGraw-Hill J. Sulock, J. Dunkelberg: “Cases in Financial Management” John Wiley and Sons, Inc, 2002.	
Faculty:	<i>All</i>	
czy przedmiot jest	<i>nie</i>	

<i>kopią przedmiotu prowadzonego na UE?</i>	
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Title:	Financing Decisions
ECTS credits:	4
Lecture hours:	15 h lecture + 15 h workshop
Study period:	Winter
Level:	Intermediate
Location:	Wrocław
Examination:	Written test
Language:	English
Prerequisites:	basic accounting, financial mathematics
Course content:	<p>The emphasis is on setting forth clearly and succinctly the most important concepts in the field of Corporate Financing. The particular attention is given to testable propositions and to the literature that has developed empirical tests of important elements of financing decisions. In addition, the nature and uses of firm's financing decisions can be better understood because of an application examples.</p> <p>1 Overview of Corporate Financing</p> <p>2 Sources of Financing and Cost of Capital Short to Medium-Term Debt Financing. Long-Term Debt Financing. Equity Capital. Quasi-Equity Capital. Agency Problem of External Financing. Weighted Average Cost of Capital. Marginal Cost of Capital. Application of the CAPM.</p> <p>3 Capital Structure Decisions Financial Leverage and Financial Risk. Capital Structure Theories: Traditional Approaches and The Modigliani-Miller Theorem. Impact of Market Imperfections: Taxes and Agency Problem. Optimal Capital Structure.</p> <p>4 Dividend Policies Dividend Decisions and Shareholder Wealth. Modigliani-Miller Irrelevance Argument. Taxes, Clientele Effects, and Announcement Effects. Factors Affecting Dividend Policies. Types Of Dividend Policies.</p>
Learning outcomes:	Students will know how to estimate and analyze cost of capital from every source, they will be able to apply proper models and theories to theoretical and practical problems of corporate financing
Contact person:	dr Tomasz Słowski, tel. 36-80-662, e-mail: tomasz.slonski@ue.wroc.pl mgr Karolina Daszyńska-Żygadło, tel. 36-80-887, karolina.zygadlo@ue.wroc.pl
Literature:	E.Brigham, L.Gapenski: „Financial Management:.. The Dryden Press, Chicago J. Sulock, J. Dunkelberg: “Cases in Financial Management” John Wiley and Sons, Inc, 2002. R. Brealey, S. Myers “Principles of Financial Management” (9th Edition), McGraw-Hill,2004 S. Lumby: “Investment appraisal and financing decisions”, Chapman &

	Hall, 1993.
Faculty:	All
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie

Title:	Finanza Innovativa
ECTS credits:	2
Lecture hours:	15h
Study period:	Invernale/estivo
Level:	elementare
Location:	Wrocław
Examination:	Lavoro scritto
Language:	Italiano
Prerequisites:	Conoscenza dei <i>fundamenti di Finanza di mercato e d'impresa</i>
Course content:	La struttura di un'operazione di cartolarizzazione, gli aspetti critici della cartolarizzazione, la cartolarizzazione e la crisi, il mercato della cartolarizzazione negli Stati Uniti, UE e Italia, la cartolarizzazione del settore pubblico in Italia
Learning outcomes:	La conoscenza approfondita dei tipi delle operazioni di cartolarizzazione, dei vantaggi e rischi della cartolarizzazione al livello di micro e macroeconomia
Contact person:	Dominika Fijalkowska, fijalkowskaminika@gmail.com
Literature:	Analisi dei risultati delle cartolarizzazioni, Corte dei Conti, Roma, 21 marzo 2006 La finanza strutturata in Italia: operazioni e best practice, a cura di Caselli S., Gatti S., Bance e Mercati 58 Schwarcz S.L.: <i>The Alchemy of Asset Securitization</i> , 1 Stan. J.L. Bus. & Fin. 133 1994 www.fitchratings.com www.mef.gov.it www.moody.com
Faculty:	tutti
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie albo tak - nazwa przedmiotu: wydział: kierunek: specjalność: rok:
Title:	Fiscal Optimisation of Individuals
ECTS credits:	2
Lecture hours:	15 hours
Study period:	Winter or summer
Level:	Intermediate
Location:	Wrocław
Examination:	in-class activity, case study/presentation during classes

Language:	<i>English</i>
Prerequisites:	<i>Principles of economy and finance, interests on international taxation issues</i>
Course content:	<p><i>Lectures, discussion and case studies concerning:</i></p> <ol style="list-style-type: none"> <i>1. taxes in Poland and other EU member states</i> <i>2. tax optimisation; differences between tax avoidance and tax evasion</i> <i>3. offshore financial centres/tax havens in individuals' financial decisions; solutions dedicated to private investors; the influence of individuals' tax optimisation on international flow of capital</i> <i>4. the idea of complex tax information exchange system; EU reaction on the growing role of offshore financial centres; the outcome of European Savings Directive</i>
Learning outcomes:	<i>First aim of classes is the presentation of main features defining tax systems, important from the individuals' point of view. After the introduction to Polish and European solutions used in national tax systems (in areas of direct and indirect taxes), students will be brought closer to the subject of fiscal optimisation and practices, which are used in order to minimise the overall tax burden.</i>
Contact person:	<i>Alicja Brodzka, PhD, Katedra Finansów, alicja.brodzka@gmail.com</i>
Literature:	<i>Materials will be submitted by the lecturer</i>
Faculty:	<i>All students</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<p><i>tak - nazwa przedmiotu: Optymalizacja Fiskalna Osób Fizycznych</i> <i>wydział: NE</i> <i>kierunek: FiR</i> <i>specjalność: GRF</i> <i>rok:V</i></p>

Title:	Green economy and finance
ECTS credits:	<i>3</i>
Lecture hours:	<i>Lecture - 18</i>
Study period:	<i>Spring</i>
Level:	<i>Basic</i>
Location:	<i>Wrocław</i>
Examination:	<i>Attendance and a review of scientific article</i>
Language:	<i>English</i>
Prerequisites:	<i>Foundations in economics</i>
Course content:	<p>The global crisis changed our thinking about economy. The crisis became not only economical but also environmental and social one. The market economy approach is the cause of the crisis. Recovery programs of EU and other countries are focused on sustainable development.</p> <p>Governments, business and consumers can't ignore the main challenges of environment: climate change and energy use, nature and biodiversity, air pollution and health impacts, water use and pollution, waste generation and use of resources. In our times firms and corporations expect that economists, managers and financial advisers are familiar with following ideas, which we'll cover during this lecture:</p>

	<ol style="list-style-type: none"> 1. Global crisis and the sustainable development 2. Sustainable development as an alternative form of economic model 3. Prosperity without growth 4. Beyond GDP. Alternative progress indicators to Gross Domestic Product (GDP) as a means towards sustainable development 5. What is green economy? – responsibility and ethics. 6. The growth and quality of life. 7. Supply and demand aspects of green economy 8. Sustainable banking. 9. Greening finance, green investment, sustainable investment funds 10. Green taxes. 11. Sustainable consumption of households and institutions. 12. Green public procurement. 13. Environmental management, sustainable work place. 14. Corporate social responsibility. 15. Eco-efficiency and eco-innovation in industry. Life cycle assessment. 16. Cooperation between business, governments and ngo`s in greening economy 17. Fair trade 18. Ecological intelligence – Daniel Goleman
Learning outcomes:	<i>Basic knowledge about the sustainable development, green economy, bigger awareness of environmental and global aspects of economical growth, ability to use ecological point of view in financial decision</i>
Contact person:	<i>Dr Bożena Ryszawska-Grzeszczak bozena.ryszawska-grzeszczak@ue.wroc.pl</i>
Literature:	<ol style="list-style-type: none"> 1. Jackson T., Prosperity without growth. Economics for a Finite Planet. London 2009. 2. Hawken P., Lovins A.B., Lovins L.H., Natural Capitalism. The next industrial revolution, London 2002. 3. Sustainable banking. The greening of finance, ed. Bouma J.J., Jeucken M., Klinkers L., London 2001 4. Boyle D., Simms A., The new economics. A bigger picture, London 2009 5. Goleman D., Ecological intelligence, New York 2009 6. GDP and Beyond .Measuring progress in a changing world, European Commission, COM(2009) 433, Brussels 2009
Faculty:	<i>Course for all faculties</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>no</i>

Title:	Introduction to European Tax Law
ECTS credits:	4
Lecture hours:	<i>30 hours (15x2 hours)</i>
Study period:	<i>Winter or summer</i>
Level:	<i>Intermediate</i>

Location:	<i>Wrocław</i>
Examination:	<i>Written test, in-class activity</i>
Language:	<i>English</i>
Prerequisites:	<i>Principles of economy and finance, interests on international taxation issues</i>
Course content:	<i>Lectures, discussion and case studies concerning:</i> <ol style="list-style-type: none"> 1. <i>double tax treaties, protection against discrimination in double tax treaties</i> 2. <i>cases on business profits, transfer pricing, interests, dividends and royalties in tax treaty law</i> 3. <i>cases on international employees, capital gains and inheritance tax in tax treaty law</i> 4. <i>exchange of information and legal protection</i> 5. <i>methods to avoid double taxation</i>
Learning outcomes:	<i>During classes students will work on scientific topics related to European tax law. Examination of legal framework (double tax treaties and directives), combined with work on case studies will help students to acquire the knowledge. The experience brought from the classes will broaden students' perspective on tax relations between EU member states.</i>
Contact person:	<i>Alicja Brodzka, PhD, Katedra Finansów, alicja.brodzka@gmail.com</i>
Literature:	<i>Materials will be submitted by the lecturer</i>
Faculty:	<i>All students</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>Nie/no</i>

Title:	Introduction to Islamic Finance
ECTS credits:	4
Lecture hours:	30 h lecture including case study
Study period:	Summer semester
Level:	Basic
Location:	Wrocław
Examination:	Final test + points from case study
Language:	English
Prerequisites:	Basic information about banking and corporate finance
Course content:	<ol style="list-style-type: none"> 1. Islamic Economics and Islamic Finance 2. Sources of knowledge in Islamic Finance (The Holy Quran, sunnah, ijma, qiyas, istihsan) 3. Negative elements of transactions in Islamic Finance (riba, gharar, maysir, others) 4. Islamic nominate contracts: the building blocks of Islamic transactions (contracts of exchange, partnerships, utilization of usufruct, security, agency, safe custody) 5. Islamic Banking 6. Islamic Capital Market 7. Islamic Project Finance 8. Globalization and Challenges for Islamic Finance
Learning outcomes:	This course provides an introduction to the concepts of Islamic economics and divine guidance in Islam for the development of an interest-free economy based on the

	principles of socio-economic justice. We explain the Islamic principles and the modes used in financing and contracts. We provide an introduction to the Islamic banking system and capital market. The aim of this lecture is also to provide a through overview of the core principles and practice of Islamic Project Finance. The lectures are partly case oriented, thus providing students with practical insight into various Islamic project financing structures in the market.
Contact person:	Prof. zw. dr hab. Jacek Karwowski (jacek.karwowski@ue.wroc.pl), dr Hanna Kociemska (hanna.kociemska@ue.wroc.pl).
Literature:	M. Ayub, <i>Understanding Islamic Finance</i> , Wiley, Chichester, latest available edition.
Faculty:	All students
Czy przedmiot jest kopią przedmiotu prowadzonego w UE?	nie

Title:	Investment decisions
ECTS credits:	4
Lecture hours:	15 h lecture + 15 h workshop
Study period:	Winter
Level:	Intermediate
Location:	Wrocław
Examination:	Written test
Language:	English
Prerequisites:	basic accounting, financial mathematics
Course content:	<p>The emphasis is on setting forth clearly and succinctly the most important concepts in capital budgeting theory. The particular attention is given to testable propositions and to the literature that has developed empirical tests of important elements of finance theory.. In addition, the nature and uses of capital budgeting theory can be better understood because of an application examples.</p> <p>1. The Importance of Investment Decisions in Value Based Management Process.</p> <p>2 Capital Budgeting Decisions under Certainty The Capital Budgeting Process. Cash Flows Analysis. Capital Budgeting without Capital Constraints: NPV, IRR, Payback, and Accounting Rate of Return. Capital Budgeting Under Capital Rationing: Profitability Index, Mathematical Programming.</p> <p>3 Capital Budgeting Decisions under Uncertainty Risk-Adjusted NPV Model: Risk-Adjusted Discount Rate and Certainty Equivalent Approaches. Risk Analysis Techniques: Sensitivity Analysis, Simulation, and Decision Trees. Impact of Inflation. Dependence of Cash Flows over Time. Correlation among Investment Projects. Agency Problem.</p> <p>4 Cost of Capital Weighted Average Cost of Capital. Marginal Cost of Capital. Application of the CAPM.</p>
Learning outcomes:	Students will know basic models and tools of capital budgeting in order to make effective investment decisions in practice of corporation's management.

Contact person:	dr Tomasz Słowski, tel. 36-80-662, e-mail: tomasz.slonski@ue.wroc.pl mgr Karolina Daszyńska-Żygadło, tel. 36-80-887, karolina.zygadlo@ue.wroc.pl	
Literature:	E.Brigham, L.Gapenski: „Financial Management:.. The Dryden Press, Chicago J. Sulock, J. Dunkelberg: “Cases in Financial Management” John Wiley and Sons, Inc, 2002. R. Brealey, S. Myers “Principles of Financial Management” (9th Edition), McGraw-Hill,2004 S. Lumby: “Investment appraisal and financing decisions”, Chapman & Hall, 1993.	
Faculty:	<i>All</i>	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>	

Title:	LCA-ELCC -Life Cycle Assessment and Environmental Life Cycle Costing	
ECTS credits:	2	
Lecture hours:	15	
Study period:	Spring	
Level:	<i>Intermediate</i>	
Location:	<i>Wroclaw</i>	
Examination:	Written exam - <i>Multiple choice test</i> and oral presentation	
Language:	<i>English</i>	
Prerequisites:	Students should have intermediate knowledge in management accounting, cost accounting, business forecasting and environmental protection	
Course content:	<ol style="list-style-type: none"> 1. Introduction to the EIO-LCA Method 2. Overview of LCA 3. Three Categories of Life Cycle Costing History of Life Cycle Costing, Its Categorization, and Its Basic Framework, 4. Modeling for Life Cycle Costing, 5. Environmental LCC, 6. Integrating External Effects into LCC, 7. LCC in Life Cycle Management, 8. Role of Environmental Life Cycle Costing in Sustainability Assessment, 	
Learning outcomes:	<p>Students should learn how to:</p> <ul style="list-style-type: none"> • Presents links to other pillars of sustainability such as life cycle assessment • Illustrates each method with reference to a single example, providing continuity throughout the text • Discusses differences between LCC methods and the reasons for their development • Links LCC to related methods and techniques in engineering and management 	

Contact person:	<i>Michał Biernacki PhD. Eng., e-mail: michal.biernacki@ue.wroc.pl</i>
Literature:	D. Hunkeler, K. Lichtenvort, g. Rebitzer <i>Environmental Life Cycle Costing - Hardcover</i> (May 29, 2008) SETAC C.T. Hendrickson, Dr. L. B. Lave H. Matthews <i>Environmental Life Cycle Assessment of Goods and Services: An Input-Output Approach - Hardcover</i> (Apr. 19, 2006) RFF D. F. Ciambrone <i>Environmental Life Cycle Analysis</i> Consultant, Georgetown, Texas, 1997
Faculty:	<i>All students</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>

Title:	Management Accounting in Financial Institutions
ECTS credits:	4
Lecture hours:	30h - lectures
Study period:	Winter or spring
Level:	elementary
Location:	Wrocław
Examination:	test
Language:	english
Prerequisites:	accounting
Course content:	<ul style="list-style-type: none"> ▪ Description of the accounting system In financial institutions as banks, insurance companies, pension funds, investments funds (2h) ▪ The range of management accounting In financial institutions (2h) ▪ Cost accounting system and financial product costing calculation (2h) ▪ Variable costing In financial institutions and using it In making decisions process (2h) ▪ Activity – based costing In financial institutions (2h) ▪ Life cycle costing In financial institutions (2h) ▪ Kaizen costing and target costing In financial institutions (2h) ▪ Decisions accounting in financial institutions (4h) ▪ Cost management process In financial institutions (2h) ▪ Budgeting and responsibility accounting In financial institutions (4h) ▪ Pricing decisions, sale analysis and profitability analysis of financial products (2h) ▪ Strategic management accounting In financial institutions (4h)
Learning outcomes:	<i>Knowledge of management accounting in financial institutions (character of accounting system, specified cost positions, information for making decisions)</i>
Contact person:	<i>Magdalena Chmielowiec-Lewczuk; magdalena.chmielowiec-lewczuk@ue.wroc.pl</i>
Literature:	-

Faculty:	<i>All students</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>

Title:	Marketing Controlling
ECTS credits:	<i>4</i>
Lecture hours:	<i>30 hours</i>
Study period:	<i>Winter or spring</i>
Level:	<i>advanced</i>
Location:	<i>Wrocław</i>
Examination:	<i>Assessment based on project, presentation and active participation</i>
Language:	<i>English</i>
Prerequisites:	<i>Management, accounting</i>
Course content:	<p><i>Marketing, its goals in companies and other organizations, marketing strategies, marketing and company's stakeholders, marketing tools, brands, responsibility centers in marketing, marketing costs, marketing planning and marketing budgets, marketing indicators, assessment of marketing actions, marketing as investment and capital budgeting in marketing controlling</i></p> <p><i>Lecture with discussion, workshop and case study analyses elements</i></p>
Learning outcomes:	<p><i>Knowledge: Marketing, its goals in companies and other organizations, marketing strategies, marketing and company's stakeholders, marketing tools, brands, responsibility centers in marketing, marketing costs, marketing planning and marketing budgets, marketing indicators, assessment of marketing actions, marketing as investment and capital budgeting in marketing controlling</i></p> <p><i>Skills: defining marketing goals, strategies and tools for various organizations, assigning the responsibility for marketing, specifying of marketing costs for different marketing actions, composing marketing plans and marketing budgets, assessment of marketing plans, usage of marketing indicators and other methods of marketing controlling</i></p>
Contact person:	<i>Dr Marta Nowak marta.nowak@ue.wroc.pl</i>
Literature:	<ol style="list-style-type: none"> <i>1) Nowak M., 2007, <i>Controlling działalności marketingowej</i>, PWE, Warszawa.</i> <i>2) Rachlin R., 1991, <i>Total Business Budgeting</i>, John Wiley&Sons, New York.</i> <i>3) Welsh, G.A., Hilton, R.W., Gordon P.N., 1988, <i>Budgeting. Profit planning and control</i>, Prentice-Hall Europe, London.</i>
Faculty:	<i>All students</i>

<i>czy przedmiot jest kopią przedmiotu prowadzonego na UE?</i>	yes
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<i>Title:</i>	Public Finance
<i>ECTS credits:</i>	4
<i>Lecture hours:</i>	<i>Lectures – 30 h</i>
<i>Study period:</i>	<i>Winter or Summer</i>
<i>Level:</i>	<i>Basic</i>
<i>Location:</i>	<i>Wrocław</i>
<i>Examination:</i>	<i>Multiple choice test</i>
<i>Language:</i>	<i>English</i>
<i>Prerequisites:</i>	<i>Preferably after microeconomics</i>
<i>Course content:</i>	<ol style="list-style-type: none"> 1. Government at a glance 2. Tools of Public finance <ul style="list-style-type: none"> - Tools of positive analysis - Tools of normative analysis 3. Market failure and public goods 4. Externalities 5. Public choice 6. Evaluating programs using benefit –cost analysis 7. Government transfer programs 8. The basic theory of taxation <ul style="list-style-type: none"> - Overview of taxes in Poland and other countries - Taxes on personal incomes - Income taxes and household behaviour - The corporation tax - Taxes on consumption and wealth - Budget surpluses and deficits 9. State and local public finance 10. EU budget versus Polish budget
<i>Learning outcomes:</i>	<i>Students have deeper understanding of the role of government in the global economy and are able to assess public policies especially those implemented at the national level. Students get broader perspective on current state of public finance in selected countries (recent financial crisis and its impact on public finance).</i>
<i>Contact person:</i>	<i>Dr Wiktor Szydło (e-mail: wiktorszydlo@ue.wroc.pl)</i>
<i>Literature:</i>	Bruce N., Public finance and the American Economy, Addison-Wesley

	<p>Longman, second edition, 2001</p> <p>Rosen H. S., Public finance, 4th edition, Irvin, 1995</p> <p>Additional literature in Polish:</p> <p>Owsiak S., Finanse publiczne. Teoria I praktyka. PWN, Warszawa 2005</p> <p>Ziółkowska W., Finanse publiczne. Teoria i zastosowanie, Wydawnictwo WSB w Poznaniu, Wydanie III, 2005</p> <p>- Recent texts and articles on the subject given to students</p>
Faculty:	<i>Course for all faculties</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>No</i>

Title:	Strategic Management Accounting
ECTS credits:	3
Lecture hours:	20 hours
Study period:	Winter or Summer (both)
Level:	Intermediate
Location:	Wrocław
Examination:	Written exam
Language:	English
Prerequisites:	Students should have basic knowledge in management, strategic management, accounting and corporate finance
Course content:	<ul style="list-style-type: none"> • Management Accounting and Strategy – an Overview • Balanced Scorecard as a tool of translating strategy into action • Value Chain Analysis • Strategy mapping • Management control • Responsibility accounting (profit centers, cost centers, investment centers) • Performance evaluation of responsibility centers • Residual income and economic value added • Management compensation as a tool of effective management control • Transfer pricing in diversified and multinational organizations • Accounting Information for Strategic Positioning • Strategic Cost Driver Analysis (Structural and Executional Cost Drivers)
Learning outcomes:	Goal of the course: The course has strong strategic emphasis. Students should learn how to measure and report financial and non-financial information that helps managers make decisions and fulfill the goals of a corporate. Students should also recognize and understand theories and concepts of strategic cost and management accounting which they can then apply when analyzing, evaluating and taking business decisions.
Contact person:	Dr hab. Bartłomiej Nita, prof. UE, e-mail: bartlomiej.nita@ue.wroc.pl

Literature:	<ul style="list-style-type: none"> • E. Blocher, K. Chen, G. Cokins, T. Lin, <i>Cost Management. A Strategic Emphasis</i>, McGraw Hill, third edition, 2004 • J.K. Shank, V. Govindarajan, <i>Strategic Cost Management</i>, The Free Press, 12th edition, 2005 • C.T. Horngren, S.M. Datar, G. Foster, <i>Cost Accounting: A Managerial Emphasis</i>. Prentice Hall, 12th edition, 2005
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	tak

Title:	Strategic public finance
ECTS credits:	4
Lecture hours:	30 lecture – 15 ,class-15
Study period:	Spring
Level:	Basic
Location:	Wroclaw
Examination:	Written examination and students project
Language:	English
Prerequisites:	Foundations in economics
Course content:	<p>1. Philosophical and Analytical Frameworks for Public Finance What is ‘public finance’? Philosophical underpinnings of public finance Public finance under Libertarianism. Public finance under Neo-Liberalism. Public finance under Collectivism</p> <p>2. Why to study public finance? Four questions of public finance . When should the government intervene in the economy? How might the government intervene? What is the effect of those interventions on economic outcomes? Why do governments choose to intervene in the way that they do?</p> <p>3. Spending Public Finance Spending public finance in accordance with the 4Es: Efficiency Equity Economy Effectiveness. Public Expenditure Policy. Public Goods and Private Goods</p> <p>4. Raising Public Finance. Government revenue From what sources can public finance be raised? How is public finance raised in practice? What is the optimum combination of the different sources of public finance? .</p> <p>5. Taxation trends in the European Union Tax harmonization versus tax competition in the EU Economics of Taxation. Taxation of Income and Wealth. Taxation of Consumption and Trade Taxation and the Environment</p> <p>6.Public finance and budget in EU. Budgetary procedure. EU `s budget revenues. Obligatory and non-obligatory expenditures. Evolution of public finance in EU. Policies for reducing regional disparities (Structural funds and the</p>

	cohesion funds in the EU) 7. The role of government and market after global financial crisis.
Learning outcomes:	<i>Knowledge about the public finance`s philosophical and analytical frameworks, bigger awareness of the role of government in modern economy.</i>
Contact person:	<i>Dr Bożena Ryszawska-Grzeszczak bozena.ryszawska-grzeszczak@ue.wroc.pl</i>
Literature:	Required course test: <ol style="list-style-type: none"> Strategic Public Finance by Stephen J. Bailey Publisher: Palgrave Macmillan 2003. Reference texts: <ol style="list-style-type: none"> Joseph E. Stiglitz, <i>Economics of the Public Sector</i>, W Norton & Co Ltd; 1988) Gruber, J. <i>Public Finance and Public Policy</i>. New York: Worth Publishers. Arye L. Hillman's "Public Finance and Public Policy, Responsibilities and Limitations of Government" Harvey S. Rosen, <i>Public Finance</i>, Irwin 1995. J.R. Aronson, <i>Public Finance</i>, McGraw-Hill Book Company 1985. R.A. Musgrave, P.B. Musgrave, <i>Public Finance in theory and practice</i>.
Faculty:	<i>Course for all faculties</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>Tak BSF II</i>

Title:	Valuation
ECTS credits:	<i>4</i>
Lecture hours:	<i>15 h lecture + 15 h workshop</i>
Study period:	<i>Spring</i>
Level:	<i>Advanced</i>
Location:	<i>Wrocław</i>
Examination:	<i>Written test</i>
Language:	<i>English</i>
Prerequisites:	<i>basic accounting, financial mathematics, financial management</i>
Course content:	The lecture combines theory and practical applications. An understanding of finance theory is absolutely essential if one is to develop and implement effective financial strategies. Therefore, lectures begin with basic concepts, including background on the economic and financial environment, financial statement analysis, risk analysis, and the valuation process. With this background one can understand how specific techniques and decision rules can be used to help maximize the value of the enterprise. Lectures will cover following subjects: 1 The Concept and Importance of Company's Value 2 Discounted Cash Flow Methods of Company's Valuation Presentation of Methods, Analysis of Past Financial Results, Forecasting Future Financial Results, Estimation of Weighted Cost of Capital, Estimation of Residual Value, Calculating the Shareholders Value 3 Multiple methods of Company's Valuation 4 Value Based Management
Learning	<i>Students will know the theory of company's valuation, including models</i>

outcomes:	and techniques and they will be able to solve practical cases and make financial decisions in order to maximize the value of the company.
Contact person:	dr Tomasz Słowski, tel. 36-80-662, e-mail: tomasz.slonski@ue.wroc.pl mgr Karolina Daszyńska-Żygadło, tel. 36-80-887, karolina.zygadlo@ue.wroc.pl
Literature:	A. Damodaran: "Corporate Finance. Theory and practice" John Wiley and Sons, Inc. 2002. A. Damodaran: "Damodaran on Valuation" John Wiley and Sons, Inc. 2006. T. Copeland, T. Koller, J. Murrin "Valuation. Measuring and Managing the Value of Companies" (3rd edition), McKinsey & Co, Inc., 2000 S. Benninga, O. Sarig "Corporate Finance: A Valuation Approach", McGraw-Hill 1997. Cases J. Sulock, J. Dunkelberg: "Cases in Financial Management" John Wiley and Sons, Inc, 2002.
Faculty:	All
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie

INFORMATICS (COMPUTER SCIENCE) AND QUANTITATIVE METHODS

Title:	Algorithm design in business application
ECTS credits:	4
Lecture hours:	30
Study period:	Fall or Spring semester
Level:	Basic
Location:	Wrocław
Examination:	Written exam
Language:	English
Prerequisites:	None
Course content:	<ol style="list-style-type: none"> 1. Introduction to data structures and algorithms 2. Introduction to computational complexity theory 3. Polynomial time solvability, NP-completeness and NP-hardness 4. Pseudopolynomial time algorithms and strong NP-completeness 5. Approximation methods and efficiency analysis 6. Branch and bound method 7. Heuristic algorithms 8. Metaheuristic algorithms for business application: descent search, simulated annealing, tabu search, genetic algorithms, reinforcement learning 9. Parallel and distributed computation

Learning outcomes:	Students are acquainted with the practical aspects of the computational complexity theory, such that they are able to recognize the difference between practical problems that can be or cannot be solved optimally in reasonable time. Furthermore, students acquire knowledge about techniques of efficient algorithm design that are dedicated for hard (in computational sense) problems in business application.
Contact person:	Dr inż. Radosław Rudek, e-mail: radoslaw.rudek@ue.wroc.pl , phone: +48 71 36 80 378
Literature:	<ol style="list-style-type: none"> 1. T. H. Cormen, C. E. Leiserson, R. L. Rivest, C. Stein, Introduction to Algorithms, MIT Press, 2009. 2. C.H. Papadimitriou, Computational Complexity, Addison Wesley Longman, 1993. 3. F.W. Glover, G. A. Kochenberger (eds.), Handbook of Metaheuristics, Springer 2003. 4. D. P. Bertsekas, J. N. Tsitsiklis, Parallel and Distributed Computation: Numerical Methods, Athena Scientific, 1997.
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie

Title:	Artificial Intelligence in Economics and Finance
ECTS credits:	4
Lecture hours:	Lectures: 15 hours; laboratories: 15 hours
Study period:	Winter and Summer semester
Level:	Master Studies
Location:	Wrocław
Examination:	Written exam and assignments
Language:	English
Prerequisites:	Basic notions in Computer Science and Economics
Course content:	Introduction to artificial intelligence. Problems and solutions, universal problem solver concepts. Methods of artificial intelligence overview. Knowledge representation and reasoning techniques in intelligent systems. Machine learning and inductive knowledge. Intelligent applications in economics and finance: decision support in management, economic predictions, market basket analysis, bankruptcy prediction, credit scoring.
Learning outcomes:	<p>The course will help students understand an essence and methods of artificial intelligence including application aspects. Course participants will learn:</p> <ul style="list-style-type: none"> - what are the crucial properties of artificial intelligence approach, - how intelligent systems are designed and implemented, - what intelligent techniques and tools can be used to support decisions in management and finance
Contact person:	Prof. Jerzy Korczak, prof. Mieczysław Owoc e-mail: < jerzy.korczak,mieczyslaw.owoc@ue.wroc.pl >
Literature:	Luger G., Artificial Intelligence: Structures and strategies for Complex

	<p><i>Problem Solving, Pearson Education 2009.</i></p> <p><i>Turban E., Aronson J.E, Liang T-P: Decision Support Systems and Intelligent Systems (7th Edition). Prentice Hall, 2004</i></p> <p><i>Russel S., Norvig P., Artificial Intelligence: A Modern Approach, Prentice Hall, 2009.</i></p> <p><i>Voges K, Pope L., Business Application and Computational Intelligence, Idea Group Pub., 2006</i></p> <p><i>Witten, J., Eibe, F. : Data Mining: Practical Machine Learning Tools and Techniques with Java Implementations, Morgan Kaufmann, 2005.</i></p> <p><i>Binner J.M, Kendall G., Chen S-H.: Applications of Artificial Intelligence in Finance and Economic. Emerald Group Publishing Limited,2005</i></p>	
Faculty:	Master Studies in Finance	
czy przedmiot jest kopią przedmiotu prowadzonego na AE?	nie	<p>częściowo - nazwa przedmiotu: Podstawy sztucznej inteligencji</p> <p>wydział: ZIF</p> <p>kierunek: Informatyka i ekonomia, Informatyka w biznesie</p> <p>specjalność:</p> <p>rok:</p>

Title:	Basics of Logistics in SAP ERP
ECTS credits:	2
Lecture hours:	15
Study period:	Both
Level:	Intermediate
Location:	Wrocław
Examination:	Computer test
Language:	English
Prerequisites:	Basics of Logistics
Course content:	<p>The aim of the course is to introduce basic transactions of SAP ERP system. Main topics:</p> <ol style="list-style-type: none"> 1. Introduction to SAP ERP – installing the client, user interface, navigation 2. Material Management 3. Production Planning 4. Sales and Distribution
Learning outcomes:	<p>Rising demand for centralized information in the contemporary companies results in growing interest in integrated information systems. One of the best known solutions from this field is the SAP ERP system. Basic knowledge of this system is more and more often one of the important requirements in the recruitment procedure.</p> <p>After completion of this course student will be able to:</p> <ol style="list-style-type: none"> 1. Navigate in SAP ERP user interface 2. Use SAP Workplace 3. Do basic operations from the field of logistics 4. Find additional information about transactions in SAP ERP
Contact person:	Marek Kośny, e-mail: marek.kosny@ue.wroc.pl
Literature:	Dowling K.N., SAP project system handbook, McGraw Hill, 2008.

	<i>Mazzullo J., Wheatley P., SAP R/3 for Everyone: Step-by-Step Instructions, Practical Advice, and Other Tips and Tricks for Working with SAP, Prentice Hall, 2005</i>
Faculty:	<i>All</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>tak nazwa przedmiotu: Systemy informatyczne w logistyce - system R3 wydział: Zarządzania, Informatyki i Finansów kierunek: Zarządzanie specjalność: Logistyka rok: III (LS)</i>

Title:	Business Forecasting
Lecture hours:	<i>24 workshops</i>
Study period:	<i>Spring semester</i>
Level:	<i>Basic</i>
Location:	<i>Wrocław</i>
Examination:	<i>projects</i>
Language:	<i>English</i>
Prerequisites:	<i>Basic statistics and econometrics</i>
Course content:	<ol style="list-style-type: none"> 1. <i>Basic concepts of forecasting (forecast functions, forecast and forecasting, forecast's basis, types of forecast, steps in the forecasting task)</i> 2. <i>Forecasting data statistical adjustment and analysis (transformation, aggregation, completion of the missing observations, detecting the outlying observations, identifying the turning points, identifying the pattern)</i> 3. <i>Trend – line forecasting (choosing a curve, building and evaluating a model, setting a forecast, measuring forecast accuracy, setting a predicting interval)</i> 4. <i>Trend – seasonal forecasting (types of seasonal patterns, building and evaluating a model with seasonal rates, setting a forecast, measuring forecast accuracy)</i> 5. <i>Adaptive forecasting – moving average, exponential smoothing, Holt's model, Winters model (building and evaluating a model, setting a forecast, measuring forecast accuracy)</i> 6. <i>Forecasting using ARIMA models (model identification – ACF and PACF function, estimating and evaluating a model, setting a forecast, measuring forecast accuracy)</i> 7. <i>Forecasting using simple and multiple regression (forecasting assumptions, building and evaluating a model, setting a forecast, measuring forecast accuracy, setting a predicting interval)</i> 8. <i>Forecasting qualitative variables (probit transformation, econometric models of seasonality)</i> 9. <i>Forecasting the long term (analogies, leading indicators)</i> 10. <i>Judgmental forecasting (choosing the experts, testing the level of agreement among experts, the Delphi Method, the Brain Storm Method, personal probability, formal models II type)</i> <p>All students work with their computers. All course attendants get STATISTICA for free and can install it on their</p>

	PC.
Learning outcomes	<p>After this course students should be able to:</p> <ul style="list-style-type: none"> - administrate forecasting function in the company, - formulate forecasting problem, - prepare and adjust forecasting data, - built a forecasting model, evaluate it and state a forecasts - evaluate forecasts, - use MS Excel and STATISTICA for forecasting.
Contact person:	<p><i>dr Aleksandra Szpulak, Department of Economic Analysis and Forecasting, aleksandra.szpulak@ue.wroc.pl</i></p> <p><i>dr Ewa Szabela-Pasierbińska, Department of Economic Analysis and Forecasting, ewa.szabela@ue.wroc.pl</i></p>
Literature:	<ol style="list-style-type: none"> 1. <i>M.P. Clements, D.F. Hendry: "A companion to economic forecasting" Blackwell Publishers 2002</i> 2. <i>J.C. Compton, S.B. Compton: "Successful business forecasting" Liberty Hall Press 1990</i> 3. <i>C.W.J. Granger: "Forecasting in business and economics" Academic Press, San Diego 1989</i> 4. <i>S. Makridakis, S.C. Wheelwright, R.J. Hyndman " Forecasting. Methods and Applications" John Wiley & Sons. Inc., New York 1998</i>
Faculty:	All
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<p><i>tak – nazwa przedmiotu: Prognozowanie i symulacje</i></p> <p><i>wydział: NE</i></p> <p><i>kierunek: all</i></p> <p><i>specjalność: all</i></p> <p><i>rok: IV</i></p>

Title:	Business Process Management (BPM)
ECTS credits:	4
Lecture hours:	30h : 15h (lecture) + 15h (laboratory) / 30h min.
Study period:	winter term
Level:	advanced
Location:	Wrocław
Examination:	multiple-choice test, group project (labs)
Language:	English
Prerequisites:	Information technology, Management Information Systems (advisable, but not mandatory)
Course content:	<p><i>Introduction. Business Process Definitions, Classification, Lifecycle</i></p> <p><i>Evolution of Enterprise Systems Architectures</i></p> <p><i>Business Process Modeling Foundation</i></p> <p><i>Business Process Model and Notation (BPMN 2.0)</i></p> <p><i>Process Orchestrations, Control Flow Patterns, Event-driven Process Chains</i></p> <p><i>Process Choreographies, Service Interaction Patterns</i></p> <p><i>Properties of Business Processes, Data Dependencies</i></p> <p><i>Workflow Management Architectures, Web Services Composition</i></p>

	<i>Business Process Methodology (From Feasibility Study to Implementation, Testing, Operation and Control)</i>
Learning outcomes:	<p><i>Introduction to the business process management fundamentals</i></p> <p><i>Knowledge of business process concepts, notations, and design methodology</i></p> <p><i>Understanding of the role that business process management plays in the way modern enterprises operate</i></p> <p><i>Comprehension of the impact business process modeling has on the design of IT solutions and business process automation</i></p> <p><i>Ability to design and implement business processes using modern software tools and platforms</i></p>
Contact person:	<p><i>Dr. Andrzej Niesler,</i></p> <p><i>e-mail: andrzej.niesler@ue.wroc.pl,</i></p> <p><i>tel: +48 71 3680 379, skype: niesler</i></p>
Literature:	<p><i>M. Weske: Business Process Management. Concepts, Languages, Architectures. Springer, 2007.</i></p> <p><i>S.A. White, D. Mierd: BPMN Modeling and Reference Guide. Future Strategies, 2008.</i></p> <p><i>R.T. Burlton: Business Process Management. SAMS Publishing, Indianapolis, 2001.</i></p>
Faculty:	all faculties
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<p><i>tak – Inżynieria Procesów Biznesowych (BPM/E) wydział: ZIF</i></p> <p><i>kierunek: Informatyka w Biznesie</i></p> <p><i>specjalność: n/d</i></p> <p><i>rok: I magisterskie</i></p>

Title:	DATABASES
ECTS credits:	4
Lecture hours:	15 lectures + 15 labs
Study period:	Whole year
Level:	Basic
Location:	Wrocław
Examination:	Written form: Report prepared by students confirming performed database applications and/or multiple choice question – single answer test
Language:	English
Prerequisites:	Fundamentals of computer science and optionally: Information Systems Design, Computer Networks
Course content:	Basic concepts of databases. Database infrastructure. Query languages overview. SQL – an universal access language to modern databases. Query and transaction processing. Advances topics of databases: distributed databases, post-relational databases. Universal DBMS server and future trends in databases.
Learning outcomes:	<p><i>Understanding an essence and features of database technology.</i></p> <p><i>Ability to model and define a database for the specific domain.</i></p>

	<i>Capability to process a database using queries (with SQL commands). Basic knowledge about processing modern databases (using transactions and queries respecting database features) on universal database servers). Orientation in future trends in database technology.</i>
Contact person:	Mieczysław Owoc Ph.D. hab. prof., mieczyslaw.owoc@ue.wroc.pl ; phone: 36-80-503, building Z, room. 602
Literature:	<i>Connolly T.M, Begg C.E.: Concepts of Database Management. Addison-Wesley, Reading 2009 Faroult S., Robson P.: The Art of SQL. O'Reilly Media, 2009 Hoffer A.A, Prescott M., Topi H.: Modern Database Management. Addison-Wesley, Reading, 2008 Kroenke D.M., Auer D.: Database Concepts. Prentice-Hall, Englewood Cliffs, 2009 Silberschatz A., Korth H.F., Sudarshan S.: Database System Concepts. McGraw-Hill 2010 Taylor A.G.: SQL For Dummies. Wiley Publishing, 2010</i>
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>tak - nazwa przedmiotu: Databases wydział: ZIF kierunek: Informatyka i ekonometria; Informatyka w biznesie specjalność: wszystkie rok: II</i>

Title:	Data Mining
ECTS credits:	6
Lecture hours:	<i>15 hours lectures; 30 hours computer laboratories</i>
Study period:	<i>Winter semester</i>
Level:	<i>Intermediate</i>
Location:	<i>Wrocław</i>
Examination:	<i>Written Exam and three assignments</i>
Language:	<i>English</i>
Prerequisites:	<i>Basic Knowledge in Computer Science, Computer Programming, Artificial Intelligence, Statistics, Databases</i>
Course content:	<i>This lecture introduces Data Mining concepts, techniques and applications. It is intended for Master students, with intention to give a good overview of the field and in-depth explanations. The first part of the lecture will be focussed on computational machine learning theory, models and algorithms. Inductive systems, predictive models, clustering algorithms, anomaly detection algorithms will be discussed and evaluated. Different evaluation criteria and performance measures will be detailed such as accuracy, confusion matrix, ROC graphs, efficiency ratios. The examples using business databases will be given, in particular in business-oriented applications (CRM, ERP, SCM), banking, decision making and stock trading. Regarding the novelty and abundance of available techniques, a second part of the lecture will be devoted to a description of data <u>mining modelling techniques</u>. Modelling techniques come from fields of machine learning, signal processing, evolutionary computing and statistics. Definition of particular steps and activities will be given, with more detailed picture of most important techniques, applications and technical terms. Topics will also include the role of datawarehouses, handling missing data, and data preprocessing. The examples will be given using client transaction databases, cash flow data, e-commerce and Web data. The data mining platforms such as WEKA, Orange, Statistica will be used in tutorials and computer laboratories.</i>
Learning outcomes:	<i>The essential knowledge and practice in the domain of data mining will be provided to gain a full understanding of the knowledge discovery</i>

	<i>methods and tools. Many case studies will be analyzed to get experience in designing and implementing data mining applications.</i>
Contact person:	<i>Prof. dr hab. Jerzy Korczak, Prof. dr hab. Mieczysław Owoc e-mail: <@ue.wroc.pl></i>
Literature:	<i>Hand D., J., Mannila H., Smyth P., Principles of Data Mining, The MIT Press 2001. Mitchel T., Machine Learning, McGraw Hill, 1997. Pyle D., Data Preparation for Data Mining, Morgan Kaufmann, 1999. Witten, J., Eibe, F. : Data Mining: Practical Machine Learning Tools and Techniques wit Java Implementations, Morgan Kaufmann, 2005.</i>
Faculty:	<i>Management, Informatics and Finance</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>Tak - nazwa przedmiotu: Drążenie danych, Data Mining wydział: ZIF kierunek: Informatyka w biznesie, Informatyka i ekonometria rok: Master II</i>

Title:	Decision Support Systems
ECTS credits:	4
Lecture hours:	<i>15 hours of lecture, 15 hours of tutorial classes</i>
Study period:	<i>Summer semester</i>
Level:	<i>Intermediate</i>
Location:	<i>Wrocław</i>
Examination:	<i>Written exam and one assignment</i>
Language:	<i>English</i>
Prerequisites:	<i>Principles of Information Systems, Analysis of Corporate Information Systems, Databases</i>
Course content:	<i>1) Decision processes as a basis for management 2) Characteristics and main components of a decision support system 3) Decision support systems vs. management information systems 4) Modeling of decision processes (case studies) 5) Technologies used in DSS: - databases and data warehouses - multidimensional data analysis (OLAP) and business intelligence - data and text mining - web-based technologies and enterprise portals - user interface, visualization and topic maps, - knowledge management systems 6) Group Decision Support Systems 7) New trends in DSS</i>
Learning outcomes:	<i>The course will help students understand key concepts in the area of decision support systems. Course participants will learn: - what are the main functions of decision support systems, - how decision support systems are designed and implemented, - what techniques and tools can be used to provide decision support</i>
Contact person:	<i>Prof. Jerzy Korczak, dr K. Michalak e-mail: <@ue.wroc.pl> web: http://kti.ue.wroc.pl, http://www.korczak-leliwa.pl/</i>
Literature:	<i>1. Turban E., Sharda R. Delen D.: Decision Support and Business</i>

	<p><i>Intelligence Systems, Pearson, 9th ed., 2011.</i></p> <p>2. Baltzan P., Phillips A.: <i>Business Driven Information Systems, McGraw-Hill, 2009.</i></p> <p>3. Korczak J. (ed.): <i>Data Mining and Business Intelligence, Res.Papers of WUE, no 16, 2010.</i></p>
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	Tak: Systemy informacyjno-decyzyjne w biznesie IwB, I rok - magisterskie

Title:	Dynamic and Financial Econometrics
ECTS credits:	4
Lecture hours:	Lectures: 10 hours Computer Classes: 20 hours
Study period:	Winter and Summer Term
Level:	Basic
Location:	Wrocław
Examination:	Case Studies and Research Project Paper
Language:	English
Prerequisites:	Mathematics, Statistics
Course content:	<p><u>Lectures:</u></p> <p>1. Introduction to Time Series Models.</p> <p>2. Stationary and Non-stationary Stochastic Processes. Seasonality.</p> <p>3. Stationarity. Testing for Stationarity.</p> <p>4. ARIMA Models. ARCH Models.</p> <p>5. Cointegration. Testing for Contegration. Error Correction Models.</p> <p><u>Computer Classes:</u></p> <p>Application of Dynamic Econometric Methods in Modelling Financial Time Series with the Use of Computer Tools: MS Excel and GRETL.</p>
Learning outcomes:	<p><u>Knowledge:</u> knowledge of dynamic econometric models and methods</p> <p><u>Competence and skills:</u> data analysis, applications of dynamic econometric methods in modelling financial time series using software (MS Excel and GRETL)</p>
Contact person:	<p>Prof. Józef Dziechciarz (jozef.dziechciarz@ue.wroc.pl)</p> <p>Mgr Anna Król (anna.krol@ue.wroc.pl)</p> <p>To get more information visit our Internet site at: http://www.ekonometria.ue.wroc.pl/index.php?newlang=eng</p>
Literature:	<p>[1] Enders W.: <i>Applied Econometric Time Series, John Wiley & Sons 2010.</i></p> <p>[2] Taylor S.: <i>Modelling Financial Time Series, John Wiley & Sons 1992.</i></p> <p>[3] Brooks Ch.: <i>Introductory Econometrics for Finance, Cambridge University Press 2002.</i></p> <p>[4] Mills T. C., Markellos R. N.: <i>The Econometric Modelling of Financial Time Series, Cambridge University Press 2008.</i></p>

	[5] Greene W.H.: <i>Econometric Analysis</i> , Prentice Hall 1999.	
Faculty:	All Faculties	
Is this a copy of the lecture already taught on UE?	yes	title: <i>Ekonometria dynamiczna i finansowa</i> department: ZIF faculty: IiE specialty: all year: 1 (MS)

Title:	Econometrics
ECTS credits:	4
Lecture hours:	Lectures: 10 hours Computer Classes: 20 hours
Study period:	Winter and Summer Term
Level:	Basic
Location:	Wroclaw
Examination:	Case Studies and Research Project Paper
Language:	English
Prerequisites:	Mathematics, Statistics
Course content:	<p><u>Lectures:</u></p> <ol style="list-style-type: none"> 1. Simple Regression Model. Ordinary Least Squares (OLS) Estimation. Assumptions Underlying Classical Linear Regression Model. 2. Multiple Regression Model. Properties of the OLS Estimators. 3. Goodness of Fit. Hypothesis Testing: t-test, F-test. Normality of the Disturbance Term. 4. Heteroskedasticity. Autocorrelation. 5. Specification Analysis and Model Selection. Multicollinearity. <p><u>Computer Classes:</u></p> <p>Application of Econometric Methods in Economics, Finance and Business with the Use of Computer Tools: MS Excel and GRETL.</p>
Learning outcomes:	<p><u>Knowledge:</u> basic knowledge of econometric theory, models and methods</p> <p><u>Competence and skills:</u> data analysis, techniques of econometric models' estimation and verification (on the basic level)</p>
Contact person:	<p>Prof. Józef Dziechciarz (jozef.dziechciarz@ue.wroc.pl)</p> <p>Mgr Anna Król (anna.krol@ue.wroc.pl)</p> <p>To get more information visit our Internet site at: http://www.ekonometria.ue.wroc.pl/index.php?newlang=eng</p>
Literature:	<p>[6] Maddala G.S.: <i>Introduction to Econometrics</i>, John Wiley & Sons 2001.</p> <p>[7] Dougherty Ch.: <i>Introduction to Econometrics</i>, Oxford University Press 2002.</p> <p>[8] Greene W.H.: <i>Econometric Analysis</i>, Prentice Hall 1999.</p> <p>[9] Davidson R., MacKinnon J.G.: <i>Econometric Theory and Methods</i>, Oxford University Press 2004.</p> <p>[10] Brooks Ch.: <i>Introductory Econometrics for Finance</i>, Cambridge University Press 2002.</p>
Faculty:	All Faculties

Is this a copy of the lecture already taught on UE?	yes	<i>title: Ekonometria</i> <i>department: ZIF</i> <i>faculty: FIR, IiE</i> <i>specialty: all</i> <i>year: 2 (LS)</i>
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Title:	Financial forecasting
ECTS credits:	3
Lecture hours:	10 h lectures + 10 h workshops
Study period:	Winter and spring
Level:	advanced
Location:	Wroclaw
Examination:	Test + project
Language:	English
Prerequisites:	Corporate Finance, basic Statistic and Econometrics
Course content:	<p>1. Plan or forecast? The need for forecasts in managing corporate finance. Step-by-step procedure of building financial forecasts (1 hour lecture)</p> <p>2. Short-term financial forecasting. Forecasting inventories, accounts receivables and liabilities. Forecasting working capital requirements. Building cash budget (3 hours lectures + 4 hours workshops)</p> <p>3. Long-term financial forecasting. Forecasting cash flows from investment. Forecasting cash flows for firm valuation. Construction of <i>pro forma</i> financial statements (4 hours lectures + 4 hours workshops)</p> <p>4. Scenarios building techniques and sensitivity analysis (2 hours lectures and 2 hours workshops)</p>
Learning outcomes:	After the course student should be able to: properly formulate problems, gather relevant data, adjust data, build forecasting models, build forecasts, evaluate forecasts, build scenarios and choose a forecast
Contact person:	<i>Aleksandra Szpulak</i> <i>Department of Business Forecasts and Analyses</i>
Literature:	Lee A.C., Lee J.C., Lee C.F., <i>Financial Analysis, Planning and Forecasting. Theory and Practice</i> , World Scientific Publishing Co., London 2009 Shim J.K., Siegel J.G., <i>Handbook of financial analysis, forecasting and modeling</i> , Prentice Hall, 1988
Faculty:	Finance
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie

Title:	Fundamentals of Business Informatics (FBI)
ECTS credits:	6
Lecture hours:	30 hours of lectures + 20 hours of tutorial classes
Study period:	Winter or Summer semester
Level:	Basic
Location:	Wrocław
Examination:	Written examination and tutorial exercises
Language:	English
Prerequisites:	N/A
Course content:	<p>Business informatics studies “soft” aspects of computing and information systems and combines them with behavioural issues traditionally studied in management science, economics, sociology, and psychology. Business informatics is predominantly an applied endeavour that studies application and use of information systems in (and by) business, government and public at large.</p> <p>Course topics:</p> <ol style="list-style-type: none"> 1) Business Informatics in Global Business Today <ol style="list-style-type: none"> a) The Role of Informatics in Business Today b) Perspectives on Business Systems and Information Technology c) Contemporary Approaches to Information Systems 2) E-Business: How Businesses Use Information Systems <ol style="list-style-type: none"> a) Business Processes and Information Systems b) Types of Business Information Systems c) Systems That Span the Enterprise d) The Information Systems Function in Business 3) Business Informatics, Organizations, and Strategy <ol style="list-style-type: none"> a) Organizations and Business Informatics b) Using Information Systems to Achieve Competitive Advantage c) Managing Information Systems 4) Ethical and Social Issues in Business Informatics <ol style="list-style-type: none"> a) Understanding Ethical and Social Issues Related to Systems b) Ethics in an Information Society c) The Moral Dimensions of Information Systems
Learning outcomes:	<ul style="list-style-type: none"> • Understanding how information systems are transforming business and how do they relate to globalization. • Appreciation why information systems are so essential for running and managing a business today. • Thorough knowledge of what exactly is an information system and

	<p>what are its management, organization, and technology components.</p> <ul style="list-style-type: none"> • Understanding the relationships between business processes and information systems. • Identification how systems serve the various levels of management in a business. • Recognition of the differences between e-business, e-commerce, and e-government. • Recognition of the significance of using information systems to develop competitive strategies. • Appreciation of ethical, social, and political issues raised by information systems. • Understanding of how and why do contemporary information systems and technology pose challenges to the protection of individual privacy and intellectual property. • In depth inside into how information systems and technology affect everyday life.
Contact person:	<p>Prof. Leszek A. Maciaszek email: leszek.maciaszek@ue.wroc.pl web: http://www.iie.ue.wroc.pl/lmaciaszek/en</p>
Literature:	<p>Laudon K., Laudon J., <i>Management Information Systems : Managing the Digital Firm</i>, 11th ed., Upper Saddle River, Pearson, 2010</p>
Faculty:	<p>This is a service course for all students</p>
Czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<p>Tak: 1) Informatyka w zarządzaniu (IwZ) II rok licencjat studenci różnych kierunków 2) Podstawy systemów informacyjnych (PSI) I rok licencjat Informatyka w Biznesie</p>

Title:	Information Systems for Successful Managers
ECTS credits:	4
Lecture hours:	30 lectures
Study period:	offered in both semesters of 2010/2011
Level:	advanced
Location:	Wrocław
Examination:	examination
Language:	English
Prerequisites:	Basic Computer Skills
Course content:	Setting the scene of IS, business software, business information systems, communication and networks, systems integration-information systems at

	<i>work, introduction to systems development, strategic IS management, managing the IS functions, E-business, Web 2.0 strategies, personal productivity with IS.</i>	
Learning outcomes	<i>Advanced skills with Business Information Systems, Web 1.0 & Web 2.0 business strategies.</i>	
Contact person:	<i>Dr hab. inż. Jacek Unold, prof. UE; jacek.unold@ue.wroc.pl</i>	
Literature:	<ol style="list-style-type: none"> 1. Benson S., Standing C. (2008): <i>Information Systems: A Business Approach</i>. John Wiley & Sons Australia Ltd. 2. Unold J. (2009): <i>Marketing Information Systems</i>. University of Economics, Wrocław 	
Faculty:	<i>Inter-faculty (All students)</i>	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie	<i>tak - nazwa przedmiotu: wydział: kierunek: specjalność: rok:</i>

Title:	Information Technology
ECTS credits:	4
Lecture hours:	<i>15 hours lecture; 30 hours computer laboratories</i>
Study period:	<i>Winter semester</i>
Level:	<i>Basic</i>
Location:	<i>Wrocław</i>
Examination:	<i>Written exam</i>
Language:	<i>English</i>
Prerequisites:	<i>Basic notions of Microsoft Windows operating system environment, MS Word processing software and MS Excel spreadsheet.</i>
Course content:	<p><i>The course comprises three parts. The first provides an overview of the current state of information technology, and more importantly, its use for and by business. The second examines the domains in which these technologies are being applied, and the potential directions in which they may be developed. In particular, the lectures will be focused on data management, computer networking, databases, software design, information systems. The third considers the strategic allocations of IT for business practice. The selected IT applications in business will be presented covering e-commerce, banking, CRM, management of electronic documents, RFID.</i></p> <p><i>List of main topics:</i></p> <ul style="list-style-type: none"> - <i>Computer architecture and computer networks</i> - <i>Data management and data processing</i> - <i>World Wide Web technologies</i> - <i>Database technology : OLTP and OLAP systems</i> - <i>Applications and future trends in IT</i>
Learning outcomes:	<i>This course will provide the foundation in ICT applied in business. The students will achieve solid basis in essential IT techniques, notably in data and text processing, advanced spreadsheet computing, database interrogation, and Web services.</i>
Contact person:	<i>Prof. dr hab. Jerzy Korczak, dr inż. Radosław Rudek e-mail: <jerzy.korczak,radoslaw.rudek@ue.wroc.pl> web: http://kti.ue.wroc.pl, http://www.korczak-leliwa.pl/</i>

Literature:	<i>Balzan P., Phillips A., Business Driven Information Systems, McGraw-Hill, 2009.</i> <i>Beekman G., Beekman B., Tomorrow's Technology and You, Pearson, 2009</i> <i>Senn J.A., Information Technology: Principles, Practices, and Opportunities, Prentice Hall, 2003, ISBN-10: 0131436260</i>
Faculty:	<i>All students</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>Tak - nazwa przedmiotu: Technologie Informacyjne</i> <i>wydział: ZIF</i> <i>kierunek: Informatyka w biznesie</i> <i>rok: I</i>

Title:	Marketing Information Systems	
ECTS credits:	4	
Lecture hours:	30 lectures	
Study period:	offered in both semesters of 2010/2011	
Level:	advanced	
Location:	Wrocław	
Examination:	examination	
Language:	English	
Prerequisites:	Basic Computer Skills	
Course content:	<i>This course provides an overview of the most significant concepts and experiences in the area of modern Marketing Information Systems, and offers its own theoretical and methodological proposals. It is aimed at two groups of participants. The first group is university students who study computer-aided management and marketing. The other group is strategic level managers who wish to utilize the enormous potential of electronic markets and want to implement the most recent orientation of electronic marketing in their companies.</i>	
Learning outcomes:	<i>Advanced skills with Information Systems for marketing; business and marketing strategies in the era of Web 2.0.</i>	
Contact person:	<i>Dr hab. inż. Jacek Unold, prof. UE; jacek.unold@ue.wroc.pl</i>	
Literature:	<ol style="list-style-type: none"> 1. Unold J. (2009): <i>Marketing Information Systems</i>. University of Economics, Wrocław. 2. Daves T.A. (2007): <i>Marketing and Managing Electronic Reserves</i>. The Haworth Press Inc. 	
Faculty:	<i>Inter-faculty (All students)</i>	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>	<i>tak - nazwa przedmiotu:</i> <i>wydział:</i> <i>kierunek:</i> <i>specjalność:</i> <i>rok:</i>

Title:	Marketing Research
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ECTS credits:	4	
Lecture hours:	Lectures: 10 hours Computer Classes: 20 hours	
Study period:	Winter and Summer Term	
Level:	Basic	
Location:	Wroclaw	
Examination:	Case Studies and Research Project Paper	
Language:	English	
Prerequisites:	Mathematics, Statistics	
Course content:	<u>Lectures and Classes:</u> 1. Introduction to Marketing Research, Research Design, Data Collection and Analysis. 2. Measurement and Scaling, Data Preparation. 3. Analysis of Variance and Covariance, Correlation and Regression. 4. Factor Analysis, Cluster Analysis, Multidimensional Scaling, Conjoint Analysis. 5. Writing Marketing Research Report. <u>Computer Classes:</u> Application of Marketing Research Methods with the Use of Computer Tools: MS Excel and Statistica.	
Learning outcomes:	<u>Knowledge:</u> basic knowledge of marketing research theory and methods <u>Competence and skills:</u> mastering marketing research methods and techniques using software (MS Excel and Statistica)	
Contact person:	Dr Klaudia Przybysz (klaudia.przybysz@ue.wroc.pl) To get more information visit our Internet site at: http://www.ekonometria.ue.wroc.pl/index.php?newlang=eng	
Literature:	[11]Churchill G.A. Jr.: Marketing Research: Methodological Foundations, Dryden Press 1995. [12]Zikmund W. G.: Exploring Marketing Research, Dryden Press 1994. [13]Anderson T. W., Finn J. D.: The New Statistical Analysis of Data, Springer-Verlag 1997. [14]Malhotra N. K., Birks D. F.: Marketing Research : an Applied Approach, Prentice Hall 1999. [15]Webb J. R.: Understanding and Designing Marketing Research, Academic Press 1992.	
Faculty:	All Faculties	
Is this a copy of the lecture already taught on UE?	yes	title: Badania marketingowe department: ZIF faculty: Z specialty: all year: 3 (LS)

Title:	Methods of Data Analysis
ECTS credits:	4
Lecture hours:	Lectures: 10 hours Computer Classes: 20 hours
Study period:	Winter and Summer Term
Level:	Basic

Location:	Wrocław	
Examination:	Empirical Paper, Case Studies, Examination Test	
Language:	English	
Prerequisites:	Mathematics, Statistics	
Course content:	<p><u>Lectures and Classes:</u></p> <ol style="list-style-type: none"> 1. Research Design (Research Topic, Data Sources, Sample Selection, Literature Review, Ethical Aspects). 2. Basic Data Analysis (Measurement Scales, Descriptive Statistics, Correlation Analysis, Regression Analysis, Hypothesis Testing and Inference). 3. Advanced Data Analysis and Special Topics (Classification Trees, Clustering Analysis, Binary Choice Models). 4. Writing Research Report (Report Structure, Theoretical Introduction, Data Presentation, Results Presentation, Graphs and Plots, References), 5. Presentation of the Results (Preparing Presentation, Effective Presentation Techniques). <p><u>Computer Classes:</u></p> <p>Conducting Data Analyses with the Use of Computer Tools: MS Excel and Statistica. Preparing Presentation of the Research Results using Computer Tools: MS Power Point or Latex Beamer Class.</p>	
Learning outcomes:	<p><u>Knowledge:</u> basic knowledge of research design and data analysis methods.</p> <p><u>Competence and skills:</u> designing economic research, mastering data analysis methods and techniques using software (MS Excel, Statistica), preparing presentations of the results using software (MS Power Point or Latex Beamer Class).</p>	
Contact person:	<p>Dr Klaudia Przybysz (klaudia.przybysz@ue.wroc.pl)</p> <p>To get more information visit our Internet site at: http://www.ekonometria.ue.wroc.pl/index.php?newlang=eng</p>	
Literature:	<p>[16]Anderson T. W., Finn J. D.: <i>The New Statistical Analysis of Data</i>, Springer-Verlag 1997.</p> <p>[17]Kumar R.: <i>Research Methodology</i>, SAGE Publications 2005.</p> <p>[18]Warner R.M.: <i>Applied Statistics</i>, Sage 2008.</p> <p>[19]Gnanadesikan R.: <i>Methods for Statistical Data Analysis of Multivariate Observations</i>, John Wiley & Sons 1997.</p> <p>[20]Maddala G.S.: <i>Introduction to Econometrics</i>, John Wiley & Sons 2001.</p>	
Faculty:	All Faculties	
Is this a copy of the lecture already taught on UE?	yes	<p>title: Metody analizy danych</p> <p>department: ZIF</p> <p>faculty: Z</p> <p>specialty: all</p> <p>year: 2 (LS)</p>

Title:	Modern Information Management
ECTS credits:	4
Lecture hours:	30 lectures
Study period:	offered in both semesters of 2010/2011

Level:	<i>advanced</i>	
Location:	<i>Wrocław</i>	
Examination:	<i>examination</i>	
Language:	<i>English</i>	
Prerequisites:	<i>Introduction to Management</i>	
Course content:	<i>Theory of information, sources of information, acquiring, processing and dissemination of information, information management, reengineering information processes, influencing behavior with the proper use of information, information processing in WWW, information strategies for Web 2.0.</i>	
Learning outcomes:	<i>Effective management of information for personal & business purposes; advanced search methods on the Internet; information strategies in cyberspace.</i>	
Contact person:	<i>Dr hab. inż. Jacek Unold, prof. UE; jacek.unold@ue.wroc.pl</i>	
Literature:	<ol style="list-style-type: none"> 1. Unold J. (2010): <i>Information Processing in Cyberspace: Theory, Methodology and Practice</i>. University of Economics, Wrocław. 2. Cialdini R. (2008): <i>Influence: Science and Practice</i>. Prentice Hall. 	
Faculty:	<i>Inter-faculty (All students)</i>	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>	<i>tak - nazwa przedmiotu: wydział: kierunek: specjalność: rok:</i>

Title:	Mining of Financial Databases
ECTS credits:	4
Lecture hours:	<i>15 hours of lecture, 15 hours of computer laboratories</i>
Study period:	<i>Summer semester</i>
Level:	<i>Advanced</i>
Location:	<i>Wrocław</i>
Examination:	<i>Two assignments</i>
Language:	<i>English</i>
Prerequisites:	<i>Information Technology, Databases, Artificial Intelligence</i>
Course content:	<i>This lecture introduces to a data mining process, its algorithms and applications applied in finance. Definition of particular activities of knowledge discovery will be given, with more detailed picture of most important techniques, applications and technical terms. The computational intelligence theory, models and algorithms will be detailed. Topics will also include the role of metadata, how to handle missing data, and time series preprocessing, IFX and XML in banking, financial ontologies and topic maps. The software tools such as Oracle Financial Analyzer, Oracle Expert, A-Trader, Orange will be presented and used on real-life data. The computer laboratories will be focussed on financial databases such as Bloomberg, Datastreams, FINDATA, Osiris. A special attention will be given to rule discovery from databases and frequent pattern recognition. The examples will be given using client transaction databases, e-commerce, AML systems and Web data.</i>

Learning outcomes:	<i>To get knowledge about methods and techniques to access, store and mine financial databases. A particular attention is put on algorithms of classification, clustering and pattern recognition used in analysis of stock trading data, credit scoring, cash flows and bank information systems.</i>
Contact person:	<i>Prof.dr hab. Jerzy Korczak</i>
Literature:	<i>Hand D., J., Mannila H., Smyth P., Principles of Data Mining, The MIT Press 2001. Seese D., Weinhardt C. (eds.) Handbook on Information Technology in Finance, IHIS, 2007 Weiss, S., Indurkkhya, N.: Predictive Data Mining - A practical guide, Morgan Kaufmann Pub. Inc, 1998. Witten, J., Eibe, F. : Data Mining: Practical Machine Learning tools and techniques wit Java implementations, Morgan Kaufmann, 2005.</i>
Faculty:	<i>All students</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>Tak, Mining of Financial Databases Faculty of Management, Informatics and Finance, Master Studies in Finance, II year</i>

Title:	Neural networks and evolutionary algorithms
ECTS credits:	<i>4</i>
Lecture hours:	<i>Lectures: 15 hours; Computer laboratories: 15 hours</i>
Study period:	<i>Summer semester</i>
Level:	<i>Master Studies</i>
Location:	<i>Wroclaw</i>
Examination:	<i>Written exam and two assignments</i>
Language:	<i>English</i>
Prerequisites:	<i>Basic notions in Informatics, Artificial intelligence</i>
Course content:	<i>Neural networks and evolutionary algorithms are among the most rapidly developing areas of research and applications of artificial intelligence. In the first part of the lecture will discuss the most effective methods of neural network learning and the selection of the optimal network architecture. Various neural models will be discussed, notably MLP, radial networks, recursive networks, SOM, GNG. The properties and applications of networks, search methods will be detailed. Among the topics we will discuss the applications in character recognition, function approximation, biometric authentication, evaluation of credit applications, granting of credit cards, data classification, bankruptcy prediction, stock forecasting. In the second part of the lecture we will discuss methods of design and construction of algorithms based on mechanisms of natural selection and heredity. The lecture will present not only the computational techniques, but also discuss the application of genetic algorithms in management. Among the applications, we will present the function optimization problems, traveling salesman problem (TSP), methods of production scheduling (JSS), genetic programming techniques and the use of</i>

	<i>evolutionary algorithms in decision support for stock traders.</i>	
Learning outcomes:	<p>The course will help students understand an essence of computational intelligence based on bioinspiration including application aspects. Course participants will get knowledge and experience on :</p> <ul style="list-style-type: none"> - the basic neural network models and tools, - the methods of optimization based on evolutionary algorithms - applications of neural and evolution-based methods in business 	
Contact person:	Prof. dr hab. Jerzy Korczak	
Literature:	<p>Goldberg D.G., <i>Genetic Algorithms in Search, Optimization, and machine Learning</i>, Addison-Wesley, 1989.. Michalewicz Z., <i>Genetic Algorithms + Data Structures = Evolution Programs</i>, Springer 2011. Russel S., Norvig P., <i>Artificial Intelligence: A Modern Approach</i>, Prentice Hall, 2009. Smith K., Gupta J.N., <i>Neural Networks in Business: Techniques and Applications</i>, IRM Press, 2003.</p>	
Faculty:	Management, Informatics and Finance	
czy przedmiot jest kopią przedmiotu prowadzonego na AE?	tak	<p>Sieci neuronowe i algorytmy genetyczne wydział: ZIF kierunek: Informatyka i ekonomia, Informatyka w biznesie</p>

Title:	Probability	
ECTS credits:	4	
Lecture hours:	30 (20+10)	
Study period:	Both summer and winter terms	
Level:	Basic	
Location:	Wrocław	
Examination:	Test (in writing)	
Language:	English	
Prerequisites:	Algebra, Analysis	
Course content:	<p>Probability space, random events as sets; Definitions of probability measures; Conditional probability and Bayes' rule; Independence of random events; Distributions and their parameters; Correlation and independence of random variables; Limit theorems.</p>	
Learning outcomes:	Understanding of uncertainty and statistical approaches, distinguishing more and less probable possibilities.	
Contact person:	Dr inż. Albert Gardon, Z-418, Albert.Gardon@ue.wroc.pl	
Literature:	<p>Pitman J. "Probability". Springer, New York 1993. Lupton R. "Statistics in Theory and Practice". Princeton U. P. 1993. McClave J.T., Dietrich F.H. "Statistics". Dellen, San Francisco 1988.</p>	
Faculty:	All	

czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie	tak - nazwa przedmiotu: Rachunek prawdopodobieństwa wydział: ZIF kierunek: wszystkie specjalność: wszystkie rok: 1 lub 2
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Title:	Project Management in MS Project
ECTS credits:	2
Lecture hours:	15
Study period:	Both
Level:	Intermediate
Location:	Wrocław
Examination:	Written report (prepared in MS Project)
Language:	English
Prerequisites:	Basics of MS Office, Basics of Project Management
Course content:	<p>The aims of the course are:</p> <ol style="list-style-type: none"> 1. Presentation of basics of scheduling in project management 2. Training in defining and tracking projects in MS Project <p>Main topics:</p> <ol style="list-style-type: none"> 1. Defining project structure – CPM method 2. Work Breakdown Structure (WBS) 3. Defining resources 4. Automatic and manual resources leveling 5. Tracking project
Learning outcomes:	<p>Outcomes and effects of project strongly depend on its preparation. Suitable schedule and proper assignment of resources is the key factor. conditioning its realization.</p> <p>Participant, after finishing the course, is supposed to be able to:</p> <ol style="list-style-type: none"> 1. Define WBS for the project 2. Construct network diagram and Gantt chart for the project 3. Define and optimize activities and resources in MS Project
Contact person:	Marek Kośny, e-mail: marek.kosny@ue.wroc.pl
Literature:	<p>Anderson D.R., Sweeney D.J., Williams T.A., <i>An Introduction to Management Science. Quantitative Approach to Decision Making</i>, West Publishing Company, 2008</p> <p>Gray C., Larson E., <i>Project Management with MS Project Management</i>, McGraw-Hill/Irwin, 2007</p> <p>Hallows J.E., <i>The project management office toolkit</i>, American Management Association, 2002</p> <p>Kerzner H., <i>Project management : a systems approach to planning, scheduling, and controlling</i>, J. Wiley, 2006</p>
Faculty:	All
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	No

Title:	Quantitative Methods in Management
ECTS credits:	3
Lecture hours:	18 hours of workshops
Study period:	Spring Semester
Level:	Basic
Location:	Wrocław
Examination:	Project preparation
Language:	English
Prerequisites:	None
Course content:	<p>1. Descriptive statistics (frequency distribution, measures of central tendency, the skewness of the distribution, measures of variability) Case Study: The distribution of price-earnings ratios for 25 common stocks</p> <p>2. Statistical inference (estimation, statistical test of an hypothesis, T-tests) Case Study: Does interactions with people outside managers work is a factor of managerial success?</p> <p>3. Correlation analysis (correlation, the pitfalls of Pearson's correlation coefficient, testing the existence of correlation) Case Study: Is there any difference in opinion and attitude toward quality of management among Japanese and U.S. managers?</p> <p>4. Simple regression analysis (procedure of simple regression analysis, parameters estimation – least squares, error estimation, goodness of fit measures, assessing the predicting utility of model, residual analysis) Case Study: Forecasting future managerial needs (based on relationship between sales and number of managers needed)</p> <p>5. ANOVA (variables in ANOVA analysis, single factor ANOVA, a multiple comparisons of means, factorial ANOVA, procedure for analysis of factorial experiment) Case Study: 1) Does age is a factor of the woman position within the company? 2) Effectiveness of the sales strategies evaluation</p> <p>6. Categorical data analysis (one-way table, chi-square statistic, two-way table, test for independence, measures of the degree of dependence) Case Study: Does the service a large brokerage company provides to affluent clients differs from the service it provides to lower-income clients?</p> <p>7. Nonparametric statistics (features of nonparametric test, the Wilcoxon Runk Sum Test for independent samples, The Kruskal – Wallis H-test, Spearman's Rank Correlation Coefficient) Case Study: 1) Does the quality of the development process differs among successfully and unsuccessfully implemented MIS (Management Information Systems) firms</p>

	<p>2) <i>Study of the relationship between the number of corporate headquarters in eleven metropolitan areas and number of subsidiaries located there</i></p> <p>8. <i>Project presentation</i></p> <p>Students work with computers. Each lesson will be organized in the following order:</p> <ol style="list-style-type: none"> 1) description of the test/quantitative method: overall idea and principal assumptions 2) indicating typical hypothesis, 3) solving some examples using MS Excel or STATISTICA <p>All cases consider the real business research problem. All course attendants get STATISTICA for free and can install it on their PC.</p>
Learning outcomes:	<p>Main purpose is to show the way of testing business hypothesis (i.e. solving real business problems) using basic quantitative methods available in MS Excel and STATISTICA.</p> <p>After this course Student should be able to:</p> <ul style="list-style-type: none"> - state research hypotheses, - choose the appropriate method in order to test unique hypothesis, - make calculations using MS Excel and STATISTICA, - interpret obtained results and computer's printouts.
Contact person:	<i>dr Aleksandra Szpulak, Department of Economic Analysis and Forecasting, aleksandra.szpulak@ue.wroc.pl</i>
Literature:	<ol style="list-style-type: none"> 1. <i>Amir D. Aczel, Complete Business Statistics</i> 2. <i>McClave J. T., Benson P. G., Sincich T., Statistics for Business and Economics, Prentice Hall</i>
Faculty:	<i>All</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>

Title:	Statistics
ECTS credits:	4
Lecture hours:	30 (20+10)
Study period:	<i>Both summer and winter terms</i>
Level:	<i>Basic</i>
Location:	<i>Wrocław</i>
Examination:	<i>Test (in writing)</i>
Language:	<i>English</i>
Prerequisites:	<i>Probability</i>
Course content:	<p><i>Ordering statistical data, empirical density and distribution functions; Estimation, basic statistical measures (mean, variance, skewness, correlation);</i></p> <p><i>Linear regression model;</i></p> <p><i>Confidence intervals;</i></p> <p><i>Statistical tests (parametric and non-parametric).</i></p>

Learning outcomes:	<i>Ability for making statistical inferences, knowing the basis of data analysis, using mathematical tools in decision making.</i>	
Contact person:	<i>Dr inż. Albert Gardoń, Z-418, Albert.Gardon@ue.wroc.pl</i>	
Literature:	<i>Lupton R. "Statistics in Theory and Practice". Princeton U. P. 1993. McClave J.T., Benson P.G. "Statistics for Business and Economics". Dellen, San Francisco 1985.</i>	
Faculty:	<i>All</i>	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>	<i>tak - nazwa przedmiotu: Statystyka wydział: wszystkie kierunek: wszystkie specjalność: wszystkie rok: 1 lub 2</i>


Title:	Systems Analysis and Design (SAD)
ECTS credits:	6
Lecture hours:	30 hours of lectures + 20 hours of mixed tutorial and practical sessions
Study period:	Winter or Summer semester
Level:	Basic
Location:	Wrocław
Examination:	Written examination and assignment
Language:	English
Prerequisites:	<ol style="list-style-type: none"> 1. Understanding of principles of information systems. 2. Understanding of fundamental information technologies.
Course content:	<p>The course aims to provide an introduction to and competency in requirements acquisition, problem domain analysis and computer-based system design methods ensuring a close link between requirements and the resulting computer system. This course emphasises the skills of problem formulation, modelling and problem solving.</p> <p>Course topics:</p> <ol style="list-style-type: none"> 5) Systems and Development Methodologies <ol style="list-style-type: none"> a) Types of Systems b) Integrating Technologies for Systems c) Need for Systems Analysis and Design

	<ul style="list-style-type: none"> d) The Systems Development Life Cycle 6) The Software Development Process <ul style="list-style-type: none"> a) The Nature of Software Development b) System Planning c) Systems for Different Management Levels d) Systems Development Phases and Activities 7) User Requirements Determination <ul style="list-style-type: none"> a) From Business Processes to Solution Envisioning b) Requirements Elicitation c) Requirements Negotiation and Validation d) Requirements Management e) Requirements Business Model f) Requirements Document 8) Fundamentals of Systems Analysis <ul style="list-style-type: none"> a) Depicting Systems Graphically b) Modeling of Business Processes c) Modeling of Business Data d) Modeling of Business States 9) Fundamentals of Systems Design <ul style="list-style-type: none"> a) Moving from Requirements to Software Solution b) Designing the System Architecture c) Designing the Data d) Designing the Software e) Designing the Graphical User Interface
Learning outcomes:	<ul style="list-style-type: none"> • Understanding of various kinds of information systems and various approaches to development and integration of systems. • Awareness of the life cycle of system development. • Knowledge of requirements elicitation techniques and understanding of particular problem domains. • Ability to analyse the system requirements and build a logical model of the problem. • Appreciation of the importance of software and system architecture. • Ability to turn the logical model from the analysis phase into a design model from which a system can be built. • Recognition of how contemporary information technology and tools assist developers in production of information systems.
Contact person:	<p>Prof. Leszek A. Maciaszek email: leszek.maciaszek@ue.wroc.pl web: http://www.iie.ue.wroc.pl/lmaciaszek/en</p>
Literature:	<p>KENDALL, K.E., KENDALL, J.E. (2011): <i>Systems Analysis and Design</i>, Global Edition, 8th ed., Pearson, 560p. ISBN:13: 978-0-13-1509490-7 MACIASZEK, L.A. (2007): <i>Requirements Analysis and System Design</i>, 3rd ed., Pearson, 642p. ISBN 978-0-321-44036-5</p>
Faculty:	Management, Informatics and Finance
Czy przedmiot	Tak:

<i>jest kopią przedmiotu prowadzonego na UE?</i>	<p>3) Analiza i Modelowanie Systemów Informacyjnych (AiMSI) I rok licencjat Informatyka i Ekonometria</p> <p>4) Analiza Systemów Informacyjnych (ASI) I rok licencjat Informatyka w Biznesie</p>
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MANAGEMENT SCIENCES

<i>Title:</i>	Brand management
<i>ECTS credits:</i>	4
<i>Lecture hours:</i>	<i>Lecture: 15 hours; cases: 15 hours</i>
<i>Study period:</i>	<i>summer semester</i>
<i>Level:</i>	<i>advanced</i>
<i>Location:</i>	<i>Wrocław</i>
<i>Examination:</i>	<i>Cases, small essay, research project</i>
<i>Language:</i>	<i>English</i>
<i>Prerequisites:</i>	<i>Basic marketing and marketing research courses, basic statistics</i>
<i>Course content:</i>	<i>1. Brand equity, 2. Measuring brand strength sources (awareness, image - qualitative and quantitative research) 3. Brand position mapping ,image audit and tracking; 3. Introducing new brand (analyses, position selection, selection of brand elements: name, logo, slogan, packaging); 4. Brand portfolio management. Image transfer. 5. Brand values and financial aspects of brand management (marketing decisions and brand value; 6. Corporate brand image management. 7. Research projects in brand management.</i>
<i>Learning outcomes:</i>	<i>Students get both managerial (decision making) and scientific (research project skills) competences in brand management</i>
<i>Contact person:</i>	<i>dr hab. Ryszard Kleczek, prof. UE</i>
<i>Literature:</i>	<i>1. K.L Keller: Strategic Brand Management. Building, Measuring and Managing Brand Equity. Prentice Hall, 2003. 2. P. Doyle: Value Based marketing. Marketing strategies for Corporate Growth and Shareholder Value. Wiley 2000. 3. Articles from ABI and EBSCO databases.</i>
<i>Faculty:</i>	<i>Management, marketing</i>
<i>czy przedmiot jest kopią przedmiotu prowadzonego na UE?</i>	<i>tak – Zarządzanie marką: wydział: D4GN kierunek: ZiM specjalność: ZMA rok: 4</i>

Title:	<i>BUSINESS CREATIVITY MODULE</i>
ECTS credits:	
Lecture hours:	20 hours of lectures 20 hours of in-class workshops 20 hours of IT-workshops
Study period:	both winter and summer terms
Level:	basic
Location:	Wrocław
Examination:	The assignment consists of four elements: <ol style="list-style-type: none"> 1. Presentation on European economy-related topic (15%) 2. Presentation of the creative concept (35%) 3. Individual written final report, including market research (35%) 4. In-class performance, including: various creativity competitions, team competence map and class attendance (15%)
Language:	English
Prerequisites:	Entrepreneurial spirit / Strong communication skills in English
Course content:	<p>The Business Creativity Module is a unique educational proposal in entrepreneurial education, the creation of which was supported by the grant of the European Commission. It was jointly developed by six Partner Universities from: the Czech Republic, France, Germany, Poland, Portugal and Scotland.</p>  <p>The aim of the module is to assist students in bridging process between their specific areas of studies and a workplace through creation of viable entrepreneurial ideas (for a new company, product or service) or a new solutions to social problems, having in mind the European environment.</p> <p>Students will form multinational creative venture teams with colleagues attending the same course at the same time in other Partner Universities (or, alternatively, on a local basis). Through internet communication and with support of team coaches, groups will identify problems and needs in the European market and develop entrepreneurial solutions.</p> <p>If you think that this module is different, challenging or even risky, be daring and sign in. You may also visit the web-site of the project www.coeur-module.eu first.</p>
Learning outcomes:	Knowledge In the course of the BCM classes the students will become familiar with such topics as: creativity and innovation, virtual group dynamics, European culture, market research, marketing strategies, presentation techniques and

	commercialisation models. Skills The BCM requires expanding such skills as: team working, pro-activeness, ability to act autonomously, time management and intercultural awareness in order to produce innovative entrepreneurial ideas and make effective presentations. Competences The Business Creativity Module is preparing students from all disciplines for self-employment or entrepreneurial responsibility within an enterprise at the European market, and thus contributes to developing their Competence in EuroPreneurship, which is a cornerstone for the COEUR-BCM project.
Contact person:	Dr Tomasz Dyczkowski phone: 071 36-80-807, e-mail: Tomasz.Dyczkowski@ue.wroc.pl
Literature:	The materials prepared exclusively for the Business Creativity Module by the Partner Universities of the COEUR-consortium.
Faculty:	Everyone is invited
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie

Title:	Business Negotiations
ECTS credits:	4
Lecture hours:	15h Lecture (prof. A. Barabasz), 15h Workshops (dr A. Wierzbic)
Study period:	Winter semester
Level:	Advanced
Location:	Wrocław
Examination:	Test
Language:	English
Prerequisites:	---
Course content:	<i>The course is composed of 15 hours of lecture and 15 hours of workshops. The basic idea of the course is a presentation of the “Negotiation Towards Agreement” approach (based on Win-Win method of negotiation). The intention is, in general, to shed light on dynamic aspects of negotiation’s process. The emphasis is on a pattern of negotiation which will produce the greatest possible agreement to the advantage of both parties, so we are concerned with ‘how to build the largest cake’ and with ‘how to earn the tastier share’.</i> <i>The workshops are based on carefully developed cases which involve the whole group of participants in dynamic process of negotiation in many various circumstances. The stress and emotions which are experienced during the workshop help the students to understand their behavior and reactions. The simulation of practical situations helps gaining knowledge and skills in different phases of negotiation process.</i>
Learning	<i>The participants will gain knowledge on issues like process of</i>

outcomes:	<i>negotiation, two core approaches to negotiation, communication dynamics and processes that affect negotiation outcomes (win-win and win-lose), cultural aspects of negotiation, and techniques of negotiations. During workshops the students will be asked to perform simulations of negotiations. They will have a possibility to train their skills in close-to-reality conditions. After the course the participants reach competencies in proper preparation and performance in negotiations. They will also be aware of their strengths and weaknesses as negotiators.</i>
Contact person:	<i>dr hab. prof. AE Adela Barabasz – Adela.barabasz@ue.wroc.pl 71 3680 666, 71 3680 658 dr Arkadiusz Wierzbic – Arkadiusz.wierzbic@ue.wroc.pl 71 3680 666, 71 3680 658</i>
Literature:	<ol style="list-style-type: none"> 1. Brett J.M., 2001, <i>Negotiating Globally</i>, Jossey-Bass, A Wiley Imprint, San Francisco 2. Kellar R. E., 1988, <i>Sales Negotiating Handbook</i>, Prentice Hall, New Jersey 3. Lewicki R. J., Saunders D.M., Barry B., 2006, <i>Negotiation</i>, McGraw-Hill, Singapore 4. Reck R. R., Long G.B., 1987, <i>The Win-Win Negotiator</i>, Spartan Publication Inc., Michigan 5. Scott B., 1984, <i>The skills of negotiating</i>, Garver Publishing , Aldershot
Faculty:	<i>All students</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie albo tak - nazwa przedmiotu: Business Negotiations (electives) wydział: Master Studies in Finance kierunek: specjalność: rok:II</i>

Title:	BUSINESS GAME - TOPTEAM
ECTS credits:	4
Lecture hours:	24 hours of laboratories
Study period:	fall-winter semester
Level:	advanced
Location:	Wrocław
Examination:	credit
Language:	English
Prerequisites:	Fundamentals of Management Fundamentals of Marketing Financial Management

Course content:	Laboratories: <ol style="list-style-type: none"> 1. Main theme based on management simulation, with enterprises operating on competitive market 2. Week to week decision cycles being realized via internet 3. Management performance assessments and trainings based on workshops during laboratories hours 4. Simulation based on 3-5 students workgroups
Learning outcomes:	knowledge: <ul style="list-style-type: none"> - knowledge of key factors of enterprise growth - understanding different aspects of managerial roles - knowledge of quick strategy planning paths - knowledge of managerial team dynamics skills: <ul style="list-style-type: none"> - techniques of managerial problem solving - practice in negotiations and decision making - efficient management meetings - playing different managerial roles - managing conflict
Contact person:	dr Grzegorz Belz, grzegorz.belz@ue.wroc.pl dr Łukasz Wawrzynek, lukasz.wawrzynek@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. Canals J. (2001): How to Think About Corporate Growth?, European Management Journal, Vol. 19, No. 6 2. Rugman A., Hodgetts R. (2001): The End of Global Strategy, European Management Journal, Vol. 19, Nr 4 3. Eisenhardt K., Sull M. (2001): Strategy as Simple Rules, Harvard Business Review, January 4. Likierman A. (2009): The Five Traps of Performance Measurement, Harvard Business Review, October 5. Prashantham S. (2008): New venture internationalization as strategic renewal, European Management Journal, Vol. 26, No. 6 6. Balazs K. (2002): Take One Entrepreneur: The Recipe for Success of France's Great Chefs, European Management Journal Vol. 20, No. 3 7. Zahra S. et al. (2001): Fostering Entrepreneurship During International Expansion: Managing Key Challenges, European Management Journal, Vol. 19, Nr 4 8. Porter M.E. (2008): The Five Competitive Forces That Shape Strategy, Harvard Business Review, January
Faculty:	all students, final years of master studies (II or V)
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	tak – nazwa przedmiotu: Trening Menedżerski wydział: Zarządzania, Informatyki i Finansów kierunek: Zarządzanie i Marketing specjalność: wszystkie

Title:	BUSINESS STRATEGY
ECTS credits:	4
Lecture hours:	<i>30 hours (lecture and case studies)</i>

Study period:	<i>Fall (winter)</i>
Level:	<i>Master Studies</i>
Location:	<i>Wrocław</i>
Examination:	<i>Final test</i>
Language:	<i>English</i>
Prerequisites:	<i>Basics of Management/General Management</i>
Course content:	<i>The course includes particular strategies concerning specific strategies concepts such as: a planning concept (of which: kinds of product-market strategies, SWOT/SPACE strategies), a positional concept (of which: kinds of competitive relations, kinds of competitive strategies), a behaviour and evolutionary school (of which: kinds of behavioral strategies), a resource - based view (of which: competence-market strategies, kinds of relational resources strategies and others).</i>
Learning outcomes:	<i>Knowledge: cognition, identification, and knowledge on different kinds of strategies used in enterprises. Abilities: abilities both to recognize, identify kinds of strategies used in enterprises and to discuss about important problems connected with formulating and implementing strategies in organizations.</i>
Contact person:	<i>PhD, Eng., Katarzyna Piórkowska, katarzyna.piorkowska@ue.wroc.pl</i>
Literature:	<ol style="list-style-type: none"> 1. Johnson G., Scholes K., Whittington R., <i>Exploring corporate strategy</i>, Prentice Hall, Harbow 2008. 2. Porter M., <i>Competitive Strategy: Techniques for Analyzing Industries and Competitors</i>, Free Press, New York 1980. 3. Yip G.S., <i>Total global strategy: Managing for Worldwide Competitive Advantage</i>, Prentice Hall, Harbow 1992; 1995. 4. Kim W.Ch., Mauborgne R., Blue Ocean Strategy, "Harvard Business Review" 2005, October. 5. Barney J., <i>Strategic management: from informed conversation to academic discipline</i>, "Academy of Management Executive" 2002, no. 16 (2).
Faculty:	<i>All</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>Częściowo tak (większa liczba godzin Erasmus) - nazwa przedmiotu: Strategie i Metody Zarządzania (15 godzin) wydział: ZiF kierunek: Zarządzanie specjalność: wszystkie rok:1 (II stopień)</i>

Title:	Concepts of Management
Lecture hours:	30 hours of lecture 30 hours of practices
Study period:	Both summer and winter (winter as preferable period)
Level:	Basic
Location:	Wrocław
Examination:	Test exam
Language:	English

Prerequisites:	Knowledge on Basics of Management
Course content:	<ol style="list-style-type: none"> 1. Scientific management 2. Administrative Movement 3. Human Relations Movement 4. System approach to management 5. Situational approach to management 6. Learning Organisation 7. Virtual Organization, Network organization 8. <i>Lean Management</i> 9. Total Quality Management 10. Business Process Reengineering
Learning outcomes:	Students should obtain knowledge on the history of Management Science. The evolution and main movements within this knowledge, as well as modern concepts of management are to be presented.
Contact person:	Jakub Drzewiecki, jakubdrzewiecki@wp.pl
Literature:	<ol style="list-style-type: none"> 1. Przybyła M. (red.): Organizacja i zarządzanie. Podstawy wiedzy menedżerskiej. Wyd. Akademii Ekonomicznej, Wrocław 2003. 2. Martyniak Z.: Organizacja i zarządzanie. 70 problemów teorii i praktyki. Antykwa, Kraków 2001. 3. Zimniewicz S.: Współczesne koncepcje i metody zarządzania. PWE, Warszawa 2003. 4. Brilman J.: Nowoczesne koncepcje i metody zarządzania. PWE, Warszawa 2002.
Faculty:	Management
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie albo tak - nazwa przedmiotu:</i> Koncepcje Zarządzania <i>wydział:</i> Zarządzania, Informatyki i Finansów <i>kierunek:</i> Kuźnia Kadr 2 <i>specjalność:</i> <i>rok:</i>

Title:	Creative strategy in advertising
ECTS credits:	4
Lecture hours:	<i>Lecture: 15 hours; cases: 15 hours</i>
Study period:	<i>summer semester</i>
Level:	<i>advanced</i>
Location:	<i>Wrocław</i>
Examination:	<i>Cases, small essay, research project</i>
Language:	<i>English</i>
Prerequisites:	<i>Basic marketing and marketing research courses</i>
Course content:	<i>1. Creative brief: construction, research needed, brief based evaluation of creative executions. 2. Creative idea, creative executions; 3. Rossiter-Percy grid – creative tactics in communication of brand position; 4.</i>

	<i>Creation of brand elements (name, logo, slogan, packaging); 5. Headlines and illustrations; 6. Copy, 7. Advertising testing and research, 8. Academic-type research projects in Advertising.</i>
Learning outcomes:	<i>Students get both managerial (decision making) and scientific (research project skills) competences in Creative Strategy in Advertising</i>
Contact person:	<i>dr hab. Ryszard Kłeczek</i>
Literature:	<i>1. J.Rossiter, L.Percy: Advertising Communications and promotion management. McGraw Hill 1998.</i>
Faculty:	<i>Management, marketing</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>tak –Strategia kreatywna w reklamie wydział: D4GN kierunek: ZiM specjalność: KM rok:IV</i>

Title:	CRISIS MANAGEMENT
ECTS credits:	2
Lecture hours:	15 hours of workshops
Study period:	both winter and summer terms
Level:	advanced
Location:	Wrocław
Examination:	4) Electronic report based on a complex case study 5) In-class activities
Language:	English
Prerequisites:	Acquaintance with fundamental concepts of management, accounting, and economic analysis.
Course content:	The course combines theoretical and analytical approaches to corporate crisis-related issues. Lectures presenting a general concept of corporate crisis are supplemented with workshops, where students become acquainted with: - the most spectacular bankruptcies of well-known companies, - analytical techniques used in corporate failure prediction, - various approaches to corporate turnaround.
Learning outcomes:	Knowledge The course makes students familiar with such topics as: 1) Different meaning of corporate crisis; 2) Symptoms and causes of crisis; 3) Crisis detection; 4) Development of crisis and its outcomes; 5) Corporate failure prediction models; 7) Turnaround management Skills The course helps to acquire such skills as: using indicators of corporate crisis, including (qualitative analysis, traditional ratio analysis, corporate failure prediction models) and applying various methods and models on real data (from the Polish construction sector). Competences The course develops competences required for controllers and auditors of enterprises in assessing economic situation of a company and detecting

	symptoms of financial problems.
Contact person:	Dr Joanna Dyczkowska tel.: 36-80-807, mail: Joanna.Dyczkowska@ue.wroc.pl
Literature:	Materials will be submitted by the instructor. Recommended books: 6) Altman E. I.: <i>Corporate Financial Distress. A Complete Guide to Predicting, Avoiding and Dealing with Bankruptcy</i> . Wiley: 1983. 7) Argenti J.: <i>Corporate Collapse. The Causes and Symptoms</i> . McGraw-Hill 1976. 8) Bibeault D. B.: <i>Corporate Turnaround. How Managers Turn Losers into Winners</i> , Beard Books 1998 9) Caragata P.: <i>Business Early Warning Systems</i> . Lexis Law Publishing 1999. 10) Balcaen S., Ooghe H.: <i>35 years of studies on business failure: an overview of the classical statistical methodologies and their related problems</i> , Universiteit Gent, June 2004
Faculty:	Everyone is invited
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie

Title:	Cultural context of the international management
ECTS credits:	2
Lecture hours:	15 hrs lecture
Study period:	winter, summer
Level:	basic
Location:	Wrocław
Examination:	written test; presentation
Language:	English
Prerequisites:	-
Course content:	<p>1. The influence of social-cultural factors on the international management</p> <ul style="list-style-type: none"> • understanding international management, international company, culture, • phases of internationalization • cultural approaches in international business <p>2. The triad model of the international management -The Asian model</p> <ul style="list-style-type: none"> • <p>3.The triad model of the international management - The American model</p> <ul style="list-style-type: none"> • <p>4.The triad model of the international management - The European model (Euromanagement)</p>

	<p>5.The international manager' s qualification profile</p> <p>The triangle of the managerial qualifications:</p> <ul style="list-style-type: none"> • Psychological features (the most demanding psychological features on the basis of Big Five) • Knowledge (<i>cool</i> and <i>hot</i> knowledge) • Skills (social, conceptual) • <p>6.Managing people in international companies</p> <ul style="list-style-type: none"> ▪ the environmental context of IHRM ▪ strategic approach to HRM <p>7.Intercultural communication</p> <ul style="list-style-type: none"> ▪ Functions of communication ▪ The communication process ▪ Verbal and nonverbal communication ▪ Intercultural differences in business communication
Learning outcomes:	<p>The objectives of this course are as follows:</p> <p>a) to learn the major cultural approaches in international operations and how this affects domestic business.</p> <p>b) to learn what are the main models of cultures on the national and organizational level</p> <p>c) to learn what are the main problems arising on the cultural background and how they implicate the way of management</p>
Contact person:	Sylvia Przytuła, PhD; e-mail: s_przytula@wp.pl
Literature:	<ol style="list-style-type: none"> 1. Hofstede G, Culture's consequences:Comparing values, behaviors, institutions and organizations across nations, Sage Publications, 2001 2. Hofstede G., <i>Cultures and organizations: software of the mind</i>. Harper Collins Publishers, London,1994 3. Magala S., <i>Cross-cultural competence</i>, Routledge, London 2005 4. Mendenhall, M.E., Oddou, G.R., Stahl, G.K. (2007): Readings and Cases in International Human Resource Management. 4th Ed., New York, Routledge 5. Intercultural Communication in Contexts, Martin, J.N. and Nakayama, T.K. Third Edition. McGraw Hill, 2004 6. <i>Intercultural Communication</i>, by Ron Scollon and Suzanne Wong Scollon, Blackwell, 2000 7. <i>Intercultural Communication: A Global Reader</i>, ed. Fred E. Jandt, Sage, 2004 8. <i>Intercultural management studies</i>, ed. M.Hess, T.Massey, Ł.Sułkowski, Clark University, Łódź-Worcester, USA, 2008 9. Sanyal R.N., <i>International Management. A Strategic Perspective</i>, Prentice Hall, Upper Saddle River, New Jersey, 2001

<i>Faculty:</i>	<i>all</i>
<i>czy przedmiot jest kopią przedmiotu prowadzonego na UE?</i>	<i>nie albo tak - nazwa przedmiotu: wydział: kierunek: specjalność: rok:</i>

<i>Title:</i>	Decision Analysis for management
<i>ECTS credits:</i>	4
<i>Lecture hours:</i>	20 hrs of lecture + 10 hrs labs
<i>Study period:</i>	Spring semester
<i>Level:</i>	Intermediate/Advanced
<i>Location:</i>	Wrocław University of Economics, Building Z
<i>Examination:</i>	The following elements will contribute to a student`s final grade in the course: class attendance and participation 20% team assignment report and presentation 40 % final test 40%
<i>Language:</i>	English
<i>Prerequisites:</i>	Basic Statistics, OR/MS and Economics
<i>Course content:</i>	<p>Course objective and characteristics: In an increasingly complex world, decision analysis has a major role to play in helping decisions makers to gain a great understanding of the problem they face. The main aim of this course is to make decision analysis accessible to its largest group of potential users, specially to those studying for professional qualifications in areas like accountancy, finance and banking. An important feature of the course is the way in which it integrates the quantitative and behavioral aspects of decision making. The selected elements of normative and descriptive decision theories are focused on three themes characterizing the decision making: uncertainty, multiple objectives and participation of divergent interest groups.</p> <p><i>Course contents:</i></p> <ol style="list-style-type: none"> 1. Introduction: eclectic approaches to decision making Behavioral and quantitative disciplines for decision making: descriptive versus normative decision methodology, towards integrative approach. Decision-making process, H. Simon paradigm. Definitions and functions of decision making. Decision-making models. 2. Uncertainty and risk perception in descriptive theories The nature of risk and uncertainty, notion of internal and external uncertainty. Risk perception: qualitative and quantitative dimensions. A psychology of decision maker: empirical perspectives on risk acceptance/avoidance and a conceptual model. 3. Uncertainty and risk management in normative models (1) Classes of decision problems. Tools of decision problem representation: decision trees and payoffs matrix. Decision making in uncertainty: dominance, decision criteria, judgment and factual data. 4. Uncertainty and risk management in normative models (2)

	<p>Probabilistic models: the modal outcome criterion, expected value criterion, expected regret criterion. Sensitivity analysis. Value of information (EVPI). Bayes theorem. Decision analysis with sample information (EVSI).</p> <p>5. Developing model formulation and decision analysis skills Using the decision trees and payoffs matrix (labs)</p> <p>6. Utility and preferences Limitations of EMV criterion. Fundamentals of utility theory and its developments. Single-attribute utility, attitudes towards risk, utility functions, certainty equivalents, expected utility criterion, utility functions for non-monetary attributes, multi-attributes utility.</p> <p>7. Stochastic dominance concept in decision theory Stochastic dominance of first, second and third order. Relations between utility theory and stochastic dominance theory. Probabilistic dominance. Applications in risk diversification problems.</p> <p>8. Modeling of decision maker preferences: non – classical approach Limitations of classical decision axioms in modeling the decision maker and his/ her rationality. Basic decision making situations and their representations using the binary relations, enlargement of decision making situations. Outranking relation based system of preferences.</p> <p>9. Case study analysis Team assignment presentations (labs).</p> <p>10. Multiple objective decision making in descriptive models How people make decisions involving multiple aspects: decision process, decision rules. Montgomery model of decisional behavior in the presence of multiple decision criteria.</p> <p>11. Multiple criteria analysis and optimization models Concept of Pareto optimum and generating the effective decisions. Concept of compromise solution: goal programming and compromise programming methods. Bipolar method using the outranking relation based preference system.</p> <p>12. Developing model formulation and decision analysis skills Using goal programming, AHP and Bipolar methods (labs).</p> <p>13. Group decision making Social context of decisions. Pros and cons of group thinking. System of voting. Coalition games. Negotiations and mediation. Theoretical contribution of Arrow and Debreu.</p> <p>14. Summary and final test</p>
<p>Learning outcomes:</p>	<p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> ■ list the phases of the decision making process ■ describe the types of decision making environment ■ make decisions under uncertainty ■ use probability values to make decisions under risk ■ develop accurate and useful decision trees ■ revise probability estimates using Bayesian analysis ■ understand the importance and use of utility theory in decision

	<p>making</p> <ul style="list-style-type: none"> ■ understand the role and use of Pareto optimum concept in multiple criteria decision making ■ develop the model of multiple criteria decision problem <p>■ use the selected multiple criteria decision making methods and software to solve real decision making problems</p>	
Contact person:	Prof. Dr habil. Ing. Ewa Konarzewska-Gubała phone: +48 71 3680-358 e-mail: ewa.konarzewska-gubala@ue.wroc.pl	
Literature:	<p>Goodween P., Wright G. (2004): Decision analysis for management judgment (3rd edition). John Willey and Sons, Chichester</p> <p>Harrison E.F. (1999): The managerial decision-making process. Mifflin Company, Boston</p> <p>Keeney R.L., Raiffa H. (1976): Decisions with multiple objectives: preferences and value tradeoffs. Willey, New York</p> <p>Keeney R.L. (1982): Decision Analysis: An Overview, <i>Operations Research</i> 30, 803-838</p> <p>Konarzewska-Gubała E. (1989): BIPOLAR: Multiple criteria decision aid using bipolar reference system. Documents du LAMSADE, No.56, Universite de Paris Dauphine, Paris</p> <p>Von Neumann J., Morgenstern O. (1953): The theory of games and economic behavior. Princeton University Press</p> <p><i>In Polish:</i></p> <p>Heilpern S. (2000): Podejmowanie decyzji w warunkach ryzyka i niepewności. Wydawnictwo Akademii Ekonomicznej we Wrocławiu</p> <p>Konarzewska-Gubała E. (1991): Wspomaganie decyzji wielokryterialnych. System BIPOLAR Prace AE we Wrocławiu Nr 551. <i>Seria: Monografie i Opracowania nr 56</i></p> <p>Kozielecki J. (1977): Psychologiczna teoria decyzji. Warszawa: PWN</p> <p>Luce R. D., Raiffa H. (1964): Gry i decyzje. Warszawa: PWN</p> <p>Malawski M., Wiczorek A., Sosnowska H. (2004): Konkurencja i kooperacja. Teoria gier w ekonomii i naukach społecznych. Warszawa: Wydawnictwo Naukowe PWN</p> <p>Nosal Cz. (1994): Umysł menedżera. Wrocław: Wydawnictwo Przecinek</p> <p>Roy B. (1990): Wielokryterialne wspomaganie decyzji. Warszawa: WNT</p> <p>Trzaskalik T.red. (2006): Metody wielokryterialne na polskim rynku finansowym. Warszawa: PWE</p> <p>Tyszka T. red. (2004): Psychologia ekonomiczna. Gdańsk: Gdańskie Wyd. Psychologiczne</p>	
Faculty:	All students	
Czy przedmiot jest kopią przedmiotu prowadzonego na UE?	Nie	
Title:	Entrepreneurship	

ECTS credits:	4
Lecture hours:	15 hrs of interactive lectures, 10 hrs or seminars 5 hrs of workshops
Study period:	Winter, Spring
Level:	Basic
Location:	Wrocław
Examination:	individual task, project work, exam
Language:	English
Prerequisites:	Basic Management
Course content:	Main topics: <ol style="list-style-type: none"> 1. Entrepreneurial revolution. 2. Entrepreneurship before and after Schumpeter. 3. Alternative perspectives and critique. 4. Practical implications, intrapreneurship (the entrepreneurial firm). 5. European policy-making. 6. National policy-making.
Learning outcomes:	Students will become familiar with basic entrepreneurship theories and their critique. They will discuss the role of policy-makers and differences in national policy-making. They will exercise such skills as: team working, innovative ideas and presentations. Students will learn how to prepare individual task-assignment and project work.
Contact person:	Joanna Radomska, e-mail: joanna.radomska@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. R. Swedberg, „Entrepreneurship: The Social Science View”, Oxford Management Readers, 2009. 2. P. Burns, „Corporate Entrepreneurship: Building an Entrepreneurial Organization”, Palgrave, 2008.
Faculty:	All
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie

Title:	General Management
ECTS credits:	4
Lecture hours:	30 h, lectures
Study period:	Summer period
Level:	primary
Location:	Wrocław
Examination:	Writing exam
Language:	English
Prerequisites:	None
Course content:	INTRODUCTION TO MANAGEMENT. Managing and Managers. The Evolution of Management Theory. THE ENVIRONMENTAL CONTEXT OF MANAGEMENT..

	<p>Environment of Organizations. Culture of Organizations</p> <p>PLANNING. Decision Making. Planning and Strategic Management. Strategy Implementation.</p> <p>ORGANIZING. Organizational Design and Organizational Structure. Power and the Distribution of Authority. Human Resource Management. Managing Organizational Change and Innovation.</p> <p>LEADING. Motivation. Leadership. Teams and Teamwork. Communication and Negotiation.</p> <p>CONTROLLING. Effective Control. Operations Management. Information Systems.</p>
Learning outcomes:	<p><i>Knowledge of Management (planning, organizing, motivating and controlling)</i> <i>Many examples of best practices in Management</i></p>
Contact person:	<p><i>Dr Grzegorz Krzos, grzegorz.krzos@ue.wroc.pl , tel. 3680-654</i> <i>Dr Witold Szumowski, witold.szumowski@ue.wroc.pl, tel. 3680-654</i></p>
Literature:	<i>(spis zalecanych lektur)</i>
Faculty:	<i>All students</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<p><i>tak - nazwa przedmiotu: Zarządzanie</i> <i>wydział: ZIF</i> <i>kierunek:Finanse i rachunkowość</i> <i>specjalność:</i> <i>rok: I</i></p>

Title:	GENERAL MANAGEMENT
ECTS credits:	4
Lecture hours:	<i>30 lecture hours</i>
Study period:	<i>Fall (winter)</i>
Level:	<i>Basic</i>
Location:	<i>Wrocław</i>
Examination:	<i>Midterm and final test</i>
Language:	<i>English</i>
Prerequisites:	<i>None</i>
Course content:	<i>Managers and managing</i>

	<i>Organizational Environment</i> <i>Planning</i> <i>Organizing</i> <i>Motivating</i> <i>Leading</i> <i>Controlling</i> <i>Communicating</i> <i>Innovation and Change</i> <i>Groups and Teams</i> <i>Organizational Culture</i> <i>Decision making</i> <i>Management Styles</i> <i>Evolution of Management</i>
Learning outcomes:	<i>Knowledge: cognition, identification, and knowledge on basic aspects of managing organizations.</i> <i>Abilities: abilities both to recognize, identify basic problems concerning management and to discuss about important problems connected with managing.</i>
Contact person:	<i>PhD, Eng., Katarzyna Piórkowska, katarzyna.piorkowska@ue.wroc.pl</i>
Literature:	<ol style="list-style-type: none"> <i>1. Jones G.R., George J.M., Contemporary Management, McGraw-Hill 2008.</i> <i>2. Hitt M.A., Black J.S., Management, Prentice Hall, USA 2005</i> <i>3. Mullins L.J., Management and organizational behavior. Prentice Hall, USA 2005</i> <i>4. Robbins S.P., Coulter M., Management, Prentice Hall, USA 1996</i>
Faculty:	<i>All</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>tak - nazwa przedmiotu: Podstawy Zarządzania</i> <i>wydział: NE</i> <i>kierunek: Zarządzanie</i> <i>specjalność: Zarządzanie</i> <i>rok:1</i> <i>tak - Basics of Management</i> <i>Bachelor Studies in Finance</i>

Title:	HUMAN RESOURCES MANAGEMENT (HRM)
ECTS credits:	5
Lecture hours:	38 hrs altogether , including: 22 hrs of interactive lectures + 14 hrs of practical classes
Study period:	Conducted in: winter
Level:	Specialized (major)
Location:	Wrocław
Examination:	Evaluation & completion: final grade is a resultant of: 1) Lectures (theoretical part): formal final written exam 2) Classes (practical part): As class sessions will include interactive discussions, case studies, role playing and

	individual and group assignments - class attendance and participation is expected and will contribute to a student's final grade in the class course.
Language:	English
Prerequisites:	completed course on General Management
Course content:	<p>General outline</p> <ol style="list-style-type: none"> 1) The scope, evolution and significance of HRM 2) The environmental context of HRM 3) Strategic approach to HRM: models and components 4) Personnel planning 5) Staffing the organization: recruitment, selection, placement 6) Directing people: motivating, communicating, leading 7) Employee compensation & pay systems 8) Training & development 9) Performance appraisal 10) Employee termination 11) Personnel function control 12) International and cross-cultural aspects of HRM 13) Multiculturalism and intercultural communication 14) Managing international teams and workforce diversity 15) Legal, social and ethical responsibility covered in HRM policy
Learning outcomes:	Understanding the importance of HRM to organizational success. Identifying factors of external and internal environment influencing on HRM. Acquiring an ability to think strategically in tying business and HRM issues. Being able to critique the various recruitment and selection methods and techniques, consequently – the benefits and drawbacks of each. Determining the cost and effects of employees' turnover. Gaining knowledge required to direct, motivate and communicate with people. Comprehending how to compensate employees and form pay systems. Capability of choosing the best methods and techniques for employee evaluation, training and development. Knowing how to deal with such issues as labor relations, social responsibility, HRM ethics, and legal rules and regulations determining HRM in Poland and Europe. Being able to involve international and cross-cultural aspects in HRM. Recognizing knowledge and skills needed to communicate interculturally.
Contact person:	<p>dr Marzena Stor; marzena.stor@wp.pl Human Resources Management Department building "Z", Office Room No 817 phone: 071-368-06-73</p>
Literature:	<ol style="list-style-type: none"> 1) Deresky, H.: <i>International Management. Managing Across Borders and Cultures. Text and Cases.</i> Pearson / Prentice Hall. Upper Saddle River. New Jersey, 2008. 2) Dessler, G.: <i>Human Resource Management.</i> Pearson /

	Prentice Hall. Upper Saddle River. New Jersey, 2008. 3) Stor, M.: <i>The Basics of Human Resources Management. Key Issues and Related Exercises</i> . Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu. Wrocław, 2011.
Faculty:	all
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	Tak, na I stopniu studiów nazwa przedmiotu: Zarządzanie zasobami ludzkimi wydział: ZI kierunek: Zarządzanie specjalność: Zarządzanie kapitałem ludzkim rok: II rok

Title:	International Human Resources Management (e-learning)
ECTS credits:	4
Lecture hours:	30 hrs lecture
Study period:	winter, summer
Level:	basic
Location:	Wrocław
Examination:	written test; presentation
Language:	English
Prerequisites:	-
Course content:	<ol style="list-style-type: none"> 1. <u>Personnel function and its components</u> <ul style="list-style-type: none"> ▪ General outline: definitions ▪ Personnel function according to different authors ▪ IHRM subfunctions: planning, staffing, compensation, motivation, development 2. <u>External and internal factors determining the IHRM</u> <ul style="list-style-type: none"> ▪ External factors: globalization, technology, competition, socio-cultural factors ▪ Internal factors: organizational structure, strategy, people, production and branch 3. <u>Planning human resources in organizations</u> <ul style="list-style-type: none"> ▪ Personnel plans ▪ Methods of planning HR ▪ Analysis of personnel requirements 4. <u>Qualification profile of the manager</u> <ul style="list-style-type: none"> ▪ Psychological features (Big Five) ▪ Knowledge ▪ Skills ▪ International managers

	<p>5. <u>Staffing personnel (recruitment, selection, placement)</u></p> <ul style="list-style-type: none"> ▪ Staffing methods ▪ Recruitment methods. ▪ Techniques of selection and selection procedure ▪ Placement ▪ International staffing strategies (EPRG) <p>6. <u>Training and development in international companies</u></p> <ul style="list-style-type: none"> ▪ On the job trainings ▪ Off the job trainings ▪ Trainings in global business ▪ Models of cross-cultural trainings for managers <p>7. <u>Compensation and motivation systems</u></p> <ul style="list-style-type: none"> ▪ Compensation-employee/employer's objectives for the contract of payment ▪ International strategies of compensation ▪ Theories of motivation ▪ Financial and non-financial motivation <p>8. <u>Communication skills</u></p> <ul style="list-style-type: none"> ▪ Communication process ▪ Verbal and non-verbal communication ▪ Barriers in effective communication <p>9. <u>Appraisal system</u></p> <ul style="list-style-type: none"> • Appraisal criteria and tools • Problems in effective performance appraisal <p>10. <u>Cultural context of the IHRM –managing cultural differences</u></p> <ul style="list-style-type: none"> ▪ Material and nonmaterial culture ▪ Cultural dimensions (G.Hofstede) ▪ The culture iceberg (R.Kohl) ▪ Culture shock (K.Oberg) <p>11. <u>The triad model of management (Asian, American and European)</u></p> <ul style="list-style-type: none"> ▪ The Japanese model of management ▪ The Chinese context of management ▪ American way of management <p>12. <u>Euromanagement</u></p> <ul style="list-style-type: none"> • The socio-cultural background of the euromanagement • British model of management • The German way of management • The French model of management
<p>Learning outcomes:</p>	<p>The objectives of this course are as follows:</p> <p>a) to learn the major approaches multinational corporations (MNC) take to the staffing of their international operations and how this affects domestic staffing. This includes the design of strategic international human resource management systems.</p> <p>b) to learn how MNCs effectively manage their international labor force, given their</p>

	<p>approach to IHRM. This includes learning about the management of expatriates, local managers and third country nationals; learning how managers must adapt their management approaches when managing across cultures; learning how to both integrate and differentiate management approaches across the various overseas affiliates.</p> <p>c) to learn how the particular HRM issues can be effectively handled within international joint ventures, particularly with regard to the aspect of effective cross-cultural team management.</p>
Contact person:	<i>Sylwia Przytuła, PhD; e-mail: s_przytula@wp.pl</i>
Literature:	<ol style="list-style-type: none"> 10. Beardwell I., Holden L., <i>HRM a contemporary approach</i>, Pearson Education, Edinburgh, UK 2001 11. Deresky H., <i>International Management: Managing Across Borders and Cultures</i>, Prentice Hall, Upper Saddle River NJ, 2002 12. Dessler G., <i>Human resource management</i>, Prentice Hall, 2003 13. Hofstede G., <i>Culture's consequences: Comparing values, behaviors, institutions and organizations across nations</i>, Sage Publications, 2001 14. <i>Intercultural Communication in Contexts</i>, Martin, J.N. and Nakayama, T.K. Third Edition. McGraw Hill, 2004 15. <i>Intercultural Communication</i>, by Ron Scollon and Suzanne Wong Scollon, Blackwell, 2000 16. <i>Intercultural Communication: A Global Reader</i>, ed. Fred E. Jandt, Sage, 2004 17. <i>Intercultural management studies</i>, ed. M.Hess, T.Massey, Ł.Sułkowski, Clark University, Łódź-Worcester, USA, 2008 18. Magala S., <i>Cross-cultural competence</i>, Routledge, London 2005 19. Mendenhall, M.E., Oddou, G.R., Stahl, G.K. <i>Readings and Cases in International Human Resource Management</i>, 4th Ed., New York, Routledge, 2007 20. Sanyal R.N., <i>International Management. A Strategic Perspective</i>, Prentice Hall, Upper Saddle River, New Jersey, 2001 21. Scullion H., <i>Global staffing</i>, Routledge, New York, 2006
Faculty:	<i>all</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<p><i>nie albo tak - nazwa przedmiotu: Zarządzanie zasobami ludzkimi</i> <i>wydział: ZIF</i> <i>kierunek: Zarządzanie i Marketing</i> <i>specjalność: Zarządzanie kadrami</i> <i>rok: 3</i></p>

Title:	INTERPERSONAL BUSINESS COMMUNICATION (IBC)
ECTS credits:	4
Lecture hours:	30 hrs altogether , including: 20 hrs of interactive lectures + 10 hrs of practical classes
Study period:	Conducted twice a year: winter and summer

Level:	basic
Location:	Wrocław
Examination:	Evaluation & completion: <u>final grade is a resultant of:</u> 1) Lectures (theoretical part): formal final written exam 2) Classes (practical part): As class sessions will include interactive discussions, case studies, role playing and individual and group assignments - class attendance and participation is expected and will contribute to a student's final grade in the class course.
Language:	English
Prerequisites:	No specific requirements
Course content:	<u>General outline</u> 1) The social foundations of communication process. 2) The basic terminology in communication science. 3) The role & functions of communication in business organization. 4) Barriers to communication within an organization. 5) Communication for individual working vs. team working. 6) Temperaments, their characteristics and impact on communication style. 7) Interpersonal communication between superiors & subordinates. 8) Types of interviews. 9) Means of influencing conversation atmosphere & character. 10) Interpersonal style as management skill. 11) Conflict management. 12) Business meetings & presentations. 13) Negotiations in business setting. 14) Cross-cultural communication. 15) Written communication: reports & formal mail.
Learning outcomes:	Understanding the importance of IBC to organizational success. Identifying social and business factors influencing on communication run. Acquiring an ability to think strategically in designing communication structure and network in business settings and for business goals. Being able to choose the best communication methods and techniques to reach the desired outcomes. Determining the optimal conditions of individual and group communication effectiveness. Gaining knowledge required to interview workers, clients, customers, suppliers etc. Comprehending how to create appropriate working atmosphere, how to influence subordinated in the communication process. Capability of choosing the best methods and techniques for conflict resolution. Knowing how to deal with conflicted parties working in the same or different organizational departments or units. Recognizing knowledge and skills needed to communicate interculturally both in verbal and nonverbal way. Being able to deal with cross-cultural problems appearing in

	intercultural communication.
Contact person:	dr Marzena Stor; marzena.stor@wp.pl Human Resources Management Department building "Z", Office Room No 817 phone: 071-368-06-73
Literature:	<ol style="list-style-type: none"> 1) Lahiff J. M., Penrose J. M.: <i>Business Communication: Strategies and Skills</i>. Prentice Hall. New Jersey, 2000. 2) O'Hair, D., Friedrich, G.W., Dee Dixon, L.: <i>Strategic Communication in Business and the Professions</i>. Houghton Mifflin Company. Boston, 2002. 3) Stor, M.: <i>Directing people: motivating, leading, communicating</i>. [in:] Stor, M.: <i>The Basics of Human Resources Management. Key Issues and Related Exercises</i>. Wydawnictwo Akademii Ekonomicznej we Wrocławiu. Wrocław, 2011. 4) Stor, M.: <i>Effective Communication as Motivational Stimulator</i>. [in:] „Argumenta Oeconomica” No 1-2 (9). Wydawnictwo Akademii Ekonomicznej we Wrocławiu, 2000. 5) Stor, M.: <i>The Effectiveness of Transcorporate Communication in International Organizations in Poland – Research Findings on Managing Managerial Staff</i>. [in:] „Intercultural Communication Studies”. Clark University, Worcester, Massachusetts, 2008.
Faculty:	all
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	Tak, na II stopniu studiów nazwa przedmiotu: Komunikacja interpersonalna w biznesie wydział: ZI kierunek: Zarządzanie specjalność: Kompetencje interpersonalne menedżera rok: II rok

Title:	Knowledge diffusion in the international network of enterprises
ECTS credits:	4
Lecture hours:	30
Study period:	full year
Level:	Intermediate
Location:	Wrocław
Examination:	case study
Language:	English
Prerequisites:	<i>Fundamentals of Organisation of Management</i>
Course content:	<ol style="list-style-type: none"> 1. Knowledge in the networking enterprise. 2. Networking economy. 3. Time and space in the networking enterprise. 4. Paradigma of the networking economy. 5. Atomization of the society and economy. 6. Vectors of the globalization and virtualization. 7. Knowledge as the system integrator. 8. Knowledge diffusion in the international enterprises. 9. Change of the organizational culture in the multinational enterprise. 10. Virtual networking enterprise as the instrument of the diffusion of the tacit

	<p>knowledge.</p> <p>11. Key competencies of the company – integrator in the networking system.</p> <p>12. Value creation in the networking enterprises.</p> <p>13. Networking marketing.</p> <p>14. Knowledge workers, agents and managers.</p> <p>15. The methods of the knowledge diffusion.</p> <p>16. Asymmetric knowledge diffusion.</p> <p>17. Processes of the knowledge transfer.</p> <p>18. Development of the knowledge management in the future enterprise.</p>
Learning outcomes:	<p>The students should get experience and methods in the following areas:</p> <ul style="list-style-type: none"> - How to accelerate knowledge flow between net firms ? - How to use corporate knowledge in the company`s departments ? - How to create knowledge maps ? - How to identify knowledge gaps ?
Contact person:	Prof. Zw. Dr hab. Kazimierz Perechuda
Literature:	<ol style="list-style-type: none"> 1. Davenport, Gilbert J.B. Probst: Knowledge Management, Case Book: Siemens Best Practices. 2. White D.: Knowledge Mapping and Management, IRM Press 2002. 3. Tiwana A.: Knowledge Management: E-business and Customer Relationship Management Applications, Prentice Hall, Upper Saddle River, NJ, 2001. 4. Probst G., Raub S., Romhardt K.: Managing Knowledge. Building Blocks for Success, John Wiley and Sons Ltd., 2000. 5. Handzic M., Zhou A.Z.: Knowledge Management. An Integrative Approach. Chandos Publishing, 2005. 6. von Krogh G., Ichijo K., Nonaka I.: Enabling Knowledge Creation, Oxford University Press, 2000. 7. Nonaka I., Takeuchi H.: The knowledge-Creating Company, Oxford University Press, 1995. 8. Perechuda K. (red.): Zarządzanie wiedzą w przedsiębiorstwie, PWN, Warszawa 2005. 9. Perechuda K.: Dyfuzja wiedzy w przedsiębiorstwie sieciowym. Wizualizacja i kompozycja, Wydawnictwo AE we Wrocławiu, Wrocław 2005.
Faculty:	Finance and Banking, Management and Marketing, Komputer Science and Econometrics
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	Nie

Title:	Knowledge Management in the International Enterprise
ECTS credits:	4
Lecture hours:	30
Study period:	full year
Level:	Intermediate
Location:	Wrocław
Examination:	case study
Language:	English
Prerequisites:	Fundamentals of Organisation of Management
Course content:	<ol style="list-style-type: none"> 1. Introduction to knowledge management. 2. Knowledge management components and relationships. 3. The company`s knowledge base. 4. Building Blocks of knowledge management.

	<ol style="list-style-type: none"> 5. <i>Incorporating knowledge management.</i> 6. <i>The limits of knowledge management.</i> 7. <i>Strategy and knowledge creation.</i> 8. <i>Unraveling the role and organizational controls in knowledge management.</i> 9. <i>Strategically-focused enterprise knowledge management.</i> 10. <i>Evaluating organizational patterns for supporting business knowledge management.</i> 11. <i>Implementing knowledge management: issues for managers.</i> 12. <i>A research model for knowledge management.</i> 13. <i>Atomization of the society and economy.</i> 14. <i>Knowledge as the system integrator.</i> 15. <i>Knowledge diffusion in the international enterprises.</i> 16. <i>Change of the organizational culture in the multinational enterprise.</i> 17. <i>Knowledge workers, agents and managers.</i> 18. <i>Processes of the knowledge transfer.</i> 19. <i>Development of the knowledge management in the future enterprise.</i>
Learning outcomes:	<i>Practical knowledge in the areas:</i> <ul style="list-style-type: none"> - <i>How to use KM as intangible resources ?</i> - <i>KM transfer from competitors.</i> - <i>Diffusion of tacit knowledge between knowledge managers, agents and workers.</i> - <i>Conversation methods of tacit into explicit knowledge.</i>
Contact person:	Prof. zw. dr hab. Kazimierz Perechuda
Literature:	<ol style="list-style-type: none"> 1. <i>Davenport, Gilbert J.B. Probst: Knowledge Management, Case Book: Siemens Best Practices.</i> 2. <i>White D.: Knowledge Mapping and Management, IRM Press 2002.</i> 3. <i>Tiwana A.: Knowledge Management: E-business and Customer Relationship Management Applications, Prentice Hall, Upper Saddle River, NJ, 2001.</i> 4. <i>Probst G., Raub S., Romhardt K.: Managing Knowledge. Building Blocks for Success, John Wiley and Sons Ltd., 2000.</i> 5. <i>Handzic M., Zhou A.Z.: Knowledge Management. An Integrative Approach. Chandos Publishing, 2005.</i> 6. <i>von Krogh G., Ichijo K., Nonaka I.: Enabling Knowledge Creation, Oxford University Press, 2000.</i> 7. <i>Nonaka I., Takeuchi H.: The knowledge-Creating Company, Oxford University Press, 1995.</i> 8. <i>Perechuda K. (red.): Zarządzanie wiedzą w przedsiębiorstwie, PWN, Warszawa 2005.</i> 9. <i>Perechuda K.: Dyfuzja wiedzy w przedsiębiorstwie sieciowym. Wizualizacja i kompozycja, Wydawnictwo AE we Wrocławiu, Wrocław 2005.</i>
Faculty:	<i>Finance and Banking, Management and Marketing, Komputer Science and Econometrics</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>

Title:	Logistics and supply chain management
ECTS credits:	4
Lecture hours:	<i>30 hours lecture and simulations</i>
Study period:	<i>Winter and/Or summer semester</i>
Level:	<i>Advanced</i>
Location:	<i>Wrocław/Jelenia Góra</i>
Examination:	<i>Written test</i>
Language:	<i>English</i>

Prerequisites:	<i>Fundamentals In management</i>
Course content:	<ol style="list-style-type: none"> 1. Introduction to logistics <ol style="list-style-type: none"> a. Development of business logistics; b. Logistics system in a company; c. Logistics strategies d. Logistics in organizational structures e. Logistics infrastructure 2. Logistics customer service <ol style="list-style-type: none"> a. Customer policy; b. Links between marketing and logistics; c. Logistics service standards d. Customer service level vs. logistic costs; 3. Theoretical basis of supply chain management <ol style="list-style-type: none"> a. Beer game - simulation b. Origins, essence and goals of contemporary supply chain management; c. Supply chain models; d. Supply chain relations; d. Synchronization of supply and demand streams; 4. Inventory management <ol style="list-style-type: none"> a. traditional models b. SCM models 5. Chip – poker game - simulation
Learning outcomes:	the student is able to conduct basic analysis within logistics system and make decision concerning logistics processes. She also understands the complexity of supply chain and is able to make decisions regarding inventory management within supply chain.
Contact person:	<i>Prof. Dr hab. Jarosław Witkowski, phone+48 75 75-38-216 , e-mail: jwit@ae.jgora.pl Dr Bartłomiej Rodawski, phone +48 75 75-38-215, e-mail:brodawski@ae.jgora.pl dr Paweł Hanczar</i>
Literature:	<ol style="list-style-type: none"> 1. R. H. Ballou, <i>Business Logistics Management</i>, Prentice Hall, New Jersey, 1999 2. S. Chopra, P. Meindl, <i>Supply Chain Management. Strategy, Planning and Operation</i>, Prentice Hall, New Jersey, 2001 3. A. Harrsion, R. van Hoek, <i>Logistics Management and Strategy</i>, Prentice Hall, Harlow 2002 4. D. Simchi – Levi, P. Kaminsky, E. Simchi – Levi, <i>Designing and Managing the Supply Chain. Concepts, Strategies and Case Studies</i>, Irwin McGraw – Hill, New York 2000 5. J. Witkowski, <i>Zarządzanie łańcuchem dostaw. Koncepcje, procedury, doświadczenia</i>, PWE, Warszawa 2003 6. J. Witkowski, B. Rodawski, <i>Logistics Infrastructure as Factor of Regional Development, Case of Euroregion NISA</i>, <i>E+M Economics and Management</i> 1/2006, p. 67 – 72
Faculty:	<i>All</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie albo tak - nazwa przedmiotu: Logistics and supply chain management wydział: GRiT kierunek: zarządzanie specjalność: logistyka rok:2</i>

Title:	LOYALTY IN BUSINESS
ECTS creditis:	2
Lecture hours:	<i>15 hours (lectures and case studies)</i>
Study period:	<i>Fall (winter)</i>
Level:	<i>Specialisation</i>

Location:	<i>Wrocław</i>
Examination:	<i>Essay</i>
Language:	<i>English</i>
Prerequisites:	<i>None</i>
Course content:	<i>The course includes both theoretical and practical aspects of creating and keeping loyalty in business, especially employee loyalty in enterprises (dimensions of employee loyalty; psychological, personnel and organizational conditions of employee loyalty creation).</i>
Learning outcomes:	<i>Knowledge: cognition, identification, and knowledge on basic aspects of loyalty and trust in enterprises. Abilities: abilities both to recognize, identify basic problems concerning employee loyalty creation and to discuss about important problems connected with keeping employee loyalty in enterprises.</i>
Contact person:	<i>PhD, Eng., Katarzyna Piórkowska, katarzyna.piorkowska@ue.wroc.pl</i>
Literature:	<i>1. Reichheld F.F., Loyalty Rules, Harvard Business School Press, USA 2001. 2. Articles on the subject given to students.</i>
Faculty:	<i>All</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>Nie</i>

Title:	Manager's work in a modern organisation
ECTS credits:	<i>2</i>
Lecture hours:	<i>15</i>
Study period:	<i>Spring</i>
Level:	<i>Basic</i>
Location:	<i>Wrocław/Jelenia Góra</i>
Examination:	<i>Attendance, Active Participation and Essay</i>
Language:	<i>English</i>
Prerequisites:	<i>Fundamentals of Management</i>
Course content:	<i>I. Organisation as an open, social and technical system. Organisations classification; II. Managing company vs. an organization; III. Management concepts used in manager's work; IV. Methods and techniques of team management; V. VI. Effective human resources management in a contemporary organization; VI. Techniques of stress management.</i>
Learning outcomes:	<i>Knowledge: Learning basic information about conditions, ways and style of managers works at the back ground of managerial processes present in contemporary organizations; Skills: Students should recognize and evaluate conditions and opportunities of managers work in contemporary organizations</i>
Contact person:	<i>Dr Maja Prudzienica, maja.prudzienica@ae.jgora.pl</i>
Literature:	<i>[1] Dowgiałło Z., Praca Menedżera., Wydawnictwo ZNICZ, Szczecin 1999 [2] Wachowiak P., Profesjonalny menedżer: umiejętność pełnienia ról</i>

	<p><i> kierowniczych., Difin, Warszawa 2001.</i></p> <p>[3] Lachiewicz S. (red.), <i>Organizacja pracy kierowniczej. Wybrane zagadnienia.,</i> Przedsiębiorstwo Specjalistyczne ABSOLWENT, Łódź 1994 Stewart D.M. (red.), <i>Praktyka kierowania,</i> Warszawa, PWE 2002.</p> <p>[4] Robbins S.P., <i>Skuteczne podejmowanie decyzji,</i> Warszawa, PWE 2005.</p> <p>[5] Filipowicz G., <i>Zarządzanie kompetencjami zawodowymi,</i> Warszawa, PWE 2004.</p> <p>[6] Robbins S.P., <i>Prawdy o kierowaniu ludźmi... i tylko prawdy,</i> Warszawa, PWE 2003.</p> <p>[7] Glick A., Tarczyńska M., <i>Motywowanie pracowników. Systemy-techniki-praktyka,</i> Warszawa, PWE 1999.</p> <p>[8] Król-Fijewska M., Fijewski P., <i>Asertywność menedżera-seria: Kariera menedżera,</i> PWE, Warszawa 2000</p>
Faculty:	<i>All</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<p><i>tak – Praca kierownika we współczesnej firmie:</i></p> <p><i>wydział: GRiT</i></p> <p><i>kierunek: Zarządzanie/Ekonomia</i></p> <p><i>specjalność: wszystkie</i></p> <p><i>rok: III ss/ns I stopień</i></p>

Title:	Marketing management
ECTS credits:	4
Lecture hours:	<i>Lecture: 15 hours; cases: 15 hours</i>
Study period:	<i>winter semester</i>
Level:	<i>advanced</i>
Location:	<i>Wrocław</i>
Examination:	<i>Cases, small essay, test</i>
Language:	<i>English</i>
Prerequisites:	<i>Basic marketing and marketing research courses</i>
Course content:	<i>1. Opportunity analysis and market targeting; 2. Strategy formulation and and management (product, price, place and promotion); 3. Marketing strategy control and reformulation; 4. Comprehensive marketing programs; 5. Financial consequences of marketing decisions – marketing and value. 6. Research projects in marketing management</i>
Learning outcomes:	<i>Students get both managerial (decision making) and scientific (research project skills) competences in marketing management</i>
Contact person:	<i>dr hab. Ryszard Kleczek, prof. UE</i>
Literature:	<i>1. R.Kerin, R.Peterson: Strategic Marketing Problems. Cases and Comments. McGraw Hill, 1998. P. Doyle: Value Based marketing. Marketing strategies for Corporate Growth and Shareholder Value. Wiley 2000. 3. Articles from ABI and EBSCO databases.</i>
Faculty:	<i>Management, marketing</i>
czy przedmiot jest kopią przedmiotu	<p><i>tak – zarządzanie marketingowe</i></p> <p><i>wydział: GN</i></p>

<i>prowadzonego na UE?</i>	<i>kierunek: ZiM specjalność: ZMA rok: IV</i>
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<i>Title:</i>	Methodology of analysis and writing of scientific texts (thesis) in management.
<i>ECTS credits:</i>	4
<i>Lecture hours:</i>	Lecture 15hours, excercises 15 hours
<i>Study period:</i>	Both winter and summer semester
<i>Level:</i>	Basic/advanced
<i>Location:</i>	Wrocław
<i>Examination:</i>	To pass the course, students should do two individual works: (1) Analysis of scientific text and (2) construction of own scientific text presenting an exploratory study.
<i>Language:</i>	English
<i>Prerequisites:</i>	No prerequisites
<i>Course content:</i>	Course Content: The construction standards of basic types of scientific texts in management (presentation of empirical research, literature review, exploratory study, general model presentation) will be presented in the way that helps students to prepare their own theses or the other scientific texts. Method: 1. Using of the analysis standards of the main types of scientific texts in management (presentation of empirical research, literature review, exploratory study, general model presentation). 2. Using the construction standards of the scientific text in management in own text construction (exploratory study in own scientific problem elaboration).
<i>Learning outcomes:</i>	Students will understand the standards of the scientific text construction and will be able to construct own text in selected area.
<i>Contact person:</i>	Prof. Richard Kleczek, e-mail: ryszard.kleczek@ue.wroc.pl
<i>Literature:</i>	Sutton R.I., Staw B.M: What the theory is not. Administrative Science Quarterly; Sep 1995; 40, 3; s. 371-384. J. Mingers A classification of the philosophical assumptions of management science methods. Journal of the Operational Research Society (2003) 54, 559–570. Individually selected scientific texts for particular students depending of their areas of interest
<i>Faculty:</i>	All students
<i>czy przedmiot jest kopią przedmiotu prowadzonego na UE?</i>	<i>nie</i>

Title:	Place marketing
ECTS credits:	2
Lecture hours:	15 lectures
Study period:	Winter or Spring
Level:	Basic
Location:	Wrocław or Jelenia Góra
Examination:	Short presentation
Language:	English
Prerequisites:	Basis of Marketing
Course content:	<ul style="list-style-type: none"> • Place – brand strategy as a plan for defining the most realistic, most competitive, most compelling strategic vision for the country, region or city; • The ways the places promotes itself; • Branding the city's image; • Brand creation for cities and regions; • Regions' competitiveness factors; • Place marketing success factors; • Place identity and place image.
Learning outcomes:	<ul style="list-style-type: none"> • Identify core concepts of place marketing and the role of place marketing in regional development; • Ability to evaluate alternative solutions to place marketing problems; • Ability to develop place marketing strategies based on regions' competitiveness factors; • Ability to create an integrated place marketing communications plan which includes promotional strategies; • Ability to develop basic oral presentation skills, analytical thinking and creativity.
Contact person:	Dr Andrzej Raszkowski e-mail: andrzej.raszkowski@ue.wroc.pl
Literature:	<ul style="list-style-type: none"> • Anholt S.: <i>Brand New Justice. How Branding Places and Products Can Help the Developing World</i>. Burlington: Elsevier 2005. • Anholt S.: <i>Competitive Identity. The New Brand Management for Nations, Cities and Regions</i>. Palgrave Macmillan 2007. • Kolb B.: <i>Tourism Marketing for Cities and Towns. Using Branding and Events to Attract Tourists</i>. Burlington: Elsevier 2006. • Kotler P., Haider D. H., Rein I.: <i>Marketing Places – Attracting Investment, Industry, and Tourism to Cities, States, and Nations</i>. The Free Press, New York 1993.
Faculty:	All students
czy przedmiot jest	<i>tak – nazwa przedmiotu: Marketing terytorialny</i>

kopią przedmiotu prowadzonego na UE?	wydział: <i>Gospodarki Regionalnej i Turystyki</i> kierunek: <i>Ekonomia</i> specjalność: <i>Gospodarka i Administracja Publiczna</i> rok: <i>III</i>
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Title:	Project Management
ECTS credits:	4
Lecture hours:	18 hrs of interactive lecture + 12 hrs labs
Study period:	Spring semester
Level:	Intermediate/Advanced
Examination:	Form: oral presentation + written project
Language:	English
Prerequisites:	General Management, Basic Quantitative Methods
Course content:	<p>Goal of the course: The course is intended to provide a realistic overview of Project Management body of knowledge. It contains global concepts that tie PM to other disciplines such as quality and product development, the OR/MS methods for planning, and controlling a project and the major responsibilities of a project manager.</p> <p>Skills: How to use a PM tool set for managing budgets, monitoring a project's scope and keeping a project on track.</p> <p>Methodology: Lecture, workshop, and group presentations, computer labs</p> <p>Content: 6. Introduction Nature of Project Management Characteristics of Projects (definitions, phases of project, risk and uncertainty) Life Cycle of a Project: strategic and tactical issues Success critical factors 7. Process Approach to Project Management Project Management Processes Project Integration Management Project Scope Management Project Time Management Project Cost Management Project Quality Management Project Human Resources Management Project Communications Management Project Risk Management Organizational Project Management Maturity Model 8. Scope and Organizational Structure Organizational Structure Project Scope Project Manager Project Team and HRM 9. Project Scheduling</p>

	<p>Network technique Estimation of the duration of Project Activity CPM PERT 10. Project Budget Preparing the Budget Techniques for Managing Budget (crashing, PERT/COST) 6. Project Control 7. Computer Support for Project Management</p>
Learning outcomes:	<p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> ● define and understand in practical context the notion of project and project life cycle ● define and understand the main processes of project management ● understand how to plan, monitor and control projects with the use of CPM and PERT methods ● perform the project scheduling and estimate the total project completion time ● reduce total project time at the least total cost crashing the network using the linear programming technique ● understand the important role of software in project management ● use Microsoft Project in project planning and monitoring practice
Contact Person:	<p>Prof. Dr habil. Ing. Ewa Konarzewska-Gubała phone: +48 71 3680-358 e-mail: ewa.konarzewska-gubala@ue.wroc.pl</p>
Literature:	<p>Gido J., Clements J.P.: Successful Project Management (2 ed.). Thomson South –Western, 2003 Kerzner H.: Project Management. A systems approach to planning, scheduling and controlling (7 ed.). John Wiley& Sons, INC. , 2001 Kerzner H.: Using the Project Management Maturity Model. Strategic planning for Project Management (2 ed.). .). John Wiley& Sons, INC. , 2005 Shtub A., Bard J.F., Globerson S.: Project Management. Processes, methodologies, and economics(2 ed.) Pearson Prentice Hall, 2005</p>
Faculty	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	There is equivalent course (elective) in Polish

Title:	Sales management
ECTS credits:	4
Lecture hours:	Lecture: 15 hours; cases: 15 hours
Study period:	winter semester
Level:	Advanced
Location:	Wrocław

Examination:	<i>Cases, small essay, test</i>
Language:	<i>English</i>
Prerequisites:	<i>Basic marketing and marketing research courses</i>
Course content:	<i>1. Analysis of sales costs and profitability. 2. Identifying and using potentials of profitability improvement. 3. Time management and sales profitability; 4. Motivation systems and profitability potentials; 5. Training the sales force; 6. Sales planning (sales budgeting).</i>
Learning outcomes:	<i>Students get both managerial (analyses and decision making competences in sales management</i>
Contact person:	<i>dr hab. Ryszard Kleczek, prof. UE</i>
Literature:	<i>1. Ch. Futrell: Sales management. Dryden Press 1994, W. Dalrymple, W. Cron: Sales management. Concepts and cases. Wiley 1992, 3. Articles from ABI and EBSCO databases.</i>
Faculty:	<i>Management, marketing</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>tak – Zarządzanie procesem sprzedaży wydział: GN kierunek: ZiM specjalność: ZMA rok: IV</i>

Title:	Service Quality Management
ECTS credits:	<i>2</i>
Lecture hours:	<i>15</i>
Study period:	<i>Winter and Spring</i>
Level:	<i>Specialization</i>
Location:	<i>Wroclaw</i>
Examination:	<i>Written report</i>
Language:	<i>English</i>
Prerequisites:	<i>Fundamentals of Management and Marketing, Basic Statistics</i>
Course content:	<ol style="list-style-type: none"> 1. Characterization of services. Definitions and classifications of services. Weight of services in economy. 2. Development of concepts and models of service quality. 3. Theory and scales of service quality measurement. 4. Development of SERVQUAL scale and other tools of measurement. 5. Measurement of quality of different types of services: e.g. financial, public, retail. 6. Designing services. Qualitative methods. 7. Concepts and development of total quality management, definitions and systems of quality. 8. Quality of products vs. quality of services. Sets of quality management tools. 9. Control charts. 10. Continuous improvement, costs of service quality, six sigma methodology.
Learning	<i>After participation in course students will get competences, knowledge</i>

outcomes	and skills. They will know methodology of service quality research and applications in variety of services: e.g. financial, public, retail. They will be able to prepare and to conduct evaluation and analysis of services by themselves, especially surveys.	
Contact person:	dr Cyprian Kozyra, e-mail: cyprian.kozyra@ue.wroc.pl	
Literature:	<ol style="list-style-type: none"> 1. Besterfield D.H. and others, <i>Total Quality Management</i>. 3rd Edition. Upper Saddle River: Pearson Education 2003. 2. Chakrapani Ch.: <i>How to Measure Service Quality and Customer Satisfaction. The Informal Field Guide for Tools and Techniques</i>. Chicago: Standard Research Systems 1999. 3. Gitlow H., Gitlow S., Oppenheim A., Oppenheim R.: <i>Tools and Methods for the Improvement of Quality</i>. Boston: Irwin 1989. 4. Øvretveit J.: <i>Measuring Service Quality</i>. Hertfordshire: Technical Communications 1993. 5. Wadsworth H.M., Stephens K.S., Godfrey A.B.: <i>Modern Methods for Quality Control and Improvement</i>. 2nd edition. New York: Wiley 2002. 6. Zeithaml V.A., Parasuraman A., Berry L.L.: <i>Delivering Quality Service: Balancing Perceptions Customer and Expectations</i>. New York: Free Press 1990. 	
Faculty:	All	
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	nie	tak - nazwa przedmiotu: Zarządzanie jakością usług wydział: ZIF kierunek: Informatyka i Ekonometria, licencjackie specjalność: Kompleksowe Sterowanie Jakością rok: III

Title:	STRATEGIC INTERNATIONAL HUMAN RESOURCES MANAGEMENT (SIHRM)
ECTS credits:	4
Lecture hours:	30 hrs altogether , including: 20 hrs of interactive lectures + 10 hrs of practical classes
Study period:	Conducted in: summer
Level:	advanced
Location:	Wrocław
Examination:	Evaluation & completion: final grade is a resultant of: 1) Lectures (theoretical part): formal final written exam 2) Classes (practical part): As class sessions will include interactive discussions, case studies, role playing and individual and group assignments - class attendance and participation is expected and will contribute to a student's final grade in the class course.
Language:	English
Prerequisites:	completed course on General Management
Course	General outline

<p>content:</p>	<ol style="list-style-type: none"> 1) Characteristics of MNCs (multinational companies) in the globalized worldwide economy. 2) Environmental exogenous and endogenous factors of HRM in international companies. 3) Managing and capitalizing on social diversity. 4) Conceptual evolution of strategic international human resources management. 5) Strategies of HRM in MNC. 6) Typologies and dimensions of national cultures. 7) Dualism and duality of the Polish national culture. 8) Intercontinental differences in HRM models: European, American, Asian, and African models of HRM. 9) Implications of international and cross-cultural differences for SIHRM in MNC. 8) Transcorporate communications as a resultant of international and intercultural communications. 9) Staffing international corporations with professional employees: recruitment, selection and placement. 10) Developing and compensating managerial and professional staff. 11) Managing international teams. 12) Conflicts and emotions in the context of cross-cultural differences. 13) Cultural conditions of performance appraisal and manager-employee relations in MNC. 14) Motivating employees: multi-level and cross-level behavior modeling
<p>Learning outcomes:</p>	<p>Understanding the specificity of international companies and management of human resources in such organizations. Identifying external and internal factors that need to be taken under consideration when determining managerial solutions and policies for human resources in MNCs. Getting knowledge on how to set up teams composed of international employees, specialists or managers. Acquiring an ability to think strategically and internationally in tying business goals and strategies with strategies and policies for people management. Understanding cultural differences between continents, nations and individual people. Being able to deal with cross-cultural issues at different organizational levels: local subsidiaries, departments, teams and individual interactions. Capability of determining the benefits and drawbacks of different recruitment and selection methods in MNCs. Gaining knowledge required to direct, develop, motivate, pay and communicate with culturally-diverse people. Developing skills for building culturally sensitive employee appraisal systems. Comprehending how to build good relationships between nationally-diverse workers and managers. Recognizing knowledge and skills needed to communicate interculturally.</p>
<p>Contact</p>	<p>dr Marzena Stor; marzena.stor@wp.pl</p>

person:	Human Resources Management Department building "Z", Office Room No 817 phone: 071-368-06-73
Literature:	<ol style="list-style-type: none"> 1) Briscoe, D. R., Schuler, R.S., Claus, L.: <i>International Human Resource Management</i>. Routledge. London and New York, 2008. 2) Harzing, A., Van Ruysseveldt, J. (eds.) <i>International Human Resource Management</i>. SAGE Publications Ltd. London, 2010. 3) Hofstede G., Hofstede G.J.: <i>Cultures and Organizations. Software of the Mind</i>. McGraw-Hill. New York, 2005. 4) Stor, M.: <i>Creating Value with Diverse Teams in Transnational Management: Diversity as Liabilities & Assets</i>. [in:] "Argumenta Oeconomica" nr 1-2/18. Wydawnictwo Akademii Ekonomicznej we Wrocławiu, 2006. 5) Stor, M.: <i>Glocal Affairs Teams (GATs) in Transnational Companies: Dimensions within Strategies</i>. [in:] "Management". 2007, Vol. 11, No.1, Uniwersytet Zielonogórski, 2007. 6) Stor, M.: <i>Intercultural Communication: Conflicts and Misunderstandings within Nationally-Diverse Managers – Selected case Studies from MNCs in Poland</i>. (in:) <i>Celebrate the Tapestry. Diversity in the Modern Global Organization. 10th International Human Resource Management Conference Proceedings</i>. (ed.) W.A. Scroggings, C. Gomez, P.G. Benson, R. Oliver, M. Turner. New Mexico State University. Santa Fe, New Mexico, 2009. 7) Trompenaars F., Hampden-Turner C.: <i>Riding the Waves of Culture. Understanding Diversity in Business</i>. Nicholas Brealey Publishing. London, 1997.
Faculty:	all
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	Tak, na I stopniu studiów nazwa przedmiotu: Zarządzanie kadrami w korporacjach międzynarodowych wydział: ZI kierunek: Zarządzanie specjalność: Zarządzanie kapitałem ludzkim rok: II rok

Title:	Strategic Management
ECTS credits:	4
Lecture hours:	<i>Lectures 30 hours – e-learning</i>
Study period:	<i>Winter/summer semester</i>
Level:	<i>specialized</i>
Location:	<i>Wroclaw</i>
Examination:	<i>Written exam</i>
Language:	<i>English</i>

Prerequisites:	<i>Basics of management, Macroeconomics, microeconomics</i>
Course content:	The module aims to provide participants with both a theoretical and practical understanding of how corporate strategy can be formulated in the light of environmental and internal conditions and requirements. More specifically, the module equips participants with a framework for understanding corporate strategy as an interdisciplinary activity within the context of a competitive market economy, leading to corporate decision-making. <i>teaching methods: lectures+workshops</i>
Learning outcomes:	<p><u>Knowledge</u> Bringing together the knowledge that you learned from other business modules, this module intends to provide you with an integrated view of business strategy. At the end of this module the successful student should be able to:</p> <ol style="list-style-type: none"> 1. Recognize and explain the reasons why companies become more or less successful 2. Appreciate the strategic framework for analyzing and developing business strategy 3. Analyze the interactions between business and its environment 4. Critically evaluate different views with regard to the corporate social responsibility of business 5. Assess the choices of location and the means for market entry 6. Identify and analyze key issues faced by various business functions and types of firms when they intend to compete internationally. <p><u>Skills</u> Most skills that you learn from this module are transferable, which will not only help you improve your study performance but also enhance your competitiveness in your later career. At the end of this module, the successful student should be able to demonstrate the ability:</p> <ol style="list-style-type: none"> 1. to assess the environment in which business operates or will operate in 2. to select appropriate methods for expansion 3. to identify and analyze data for relevant decisions 4. to present and communicate the results of research and analysis 5. to work effectively in a team
Contact person:	<i>Ewa Stańczyk – Hugiet ewa.stanczyk@ue.wroc.pl</i>
Literature:	Besanko D., Dranove D., Shanley M., Schaefer S. , (2006) <i>Economics of Strategy</i> , Wiley. Grant R., M. , <i>Contemporary Strategy Analysis. Concepts, Techniques, Applications</i> , Blackwell Business Oxford 2008.
Faculty:	<i>All faculties</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>tak - nazwa przedmiotu: Zarządzanie strategiczne wydział: ZIF kierunek: Zarządzanie specjalność: wszystkie rok: V, III</i>

Title:	Stress management
ECTS credits:	4
Lecture hours:	<i>30 hours of workshop</i>
Study period:	<i>Winter or summer</i>
Level:	<i>Basic</i>
Location:	<i>Wrocław</i>
Examination:	<i>Assessment based on active participation in workshop</i>

Language:	English
Prerequisites:	None
Course content:	Stress definition, stress in private and professional life, stress analysis, FTB stress model, methods of stress management, job interview stress, public presentation stress, manager-worker contact stress, stress reasons and stress effects; During the workshop the theoretical bases of stress management will be presented, however the workshop will be focused on exercises of real life situation and their analyses
Learning outcomes:	After the course students will be able to define stress, to identify stress, its reasons and outcomes, to understand the FTB stress model, to control stress during public presentations, job interviews and manager-worker contact
Contact person:	Dr Marta Nowak, marta.nowak@ue.wroc.pl
Literature:	None
Faculty:	All students
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	No

Title:	TOOLS OF THE INFLUENCE ON THE CUSTOMERS
ECTS credits:	2
Lecture hours:	15
Study period:	every semester
Level:	Intermediate
Location:	Wrocław
Examination:	case study
Language:	English
Prerequisites:	Fundamentals of Organisation of Management
Course content:	<ol style="list-style-type: none"> 1. Introduction to the methods of selling. 2. Building the loyalty of the customers. 3. Atomization of the society and economy. 4. The art of the "Active listening"- communication with clients. 5. Rules of influence. 6. Neurolinguistic Programming (NLP). 7. Cryptomarketing, hidden strategies of influencing on the clients. 8. Neuromarketing. 9. Negotiations In helling. 10. Customer Relationship Management. 11. Customer Experience Management. 12. Corporate Identity and Product Identity. 13. Telemarketing – how to convince to your product. 14. Call and Contact Center – how to organize contacting with clients. 15. Coopetition (cooperation with competitors). 16. Innovations in trade. 17. Product knowledge diffusion in the international enterprises.
Learning	Students will know: how to influence on their customers, - what are the rules of

outcomes:	<i>the interpersonal influence, how to build sympatic, loyal relationships with interlocutors, how to use the tools of crypto- and neuromarketing, how to lead conversations on the phone, how to use in practice advanced tools of neurolinguistic programming (NLP).</i>
Contact person:	Ph.D. Aleksander Binsztok
Literature:	<ol style="list-style-type: none"> 1. Kevin Hogan, „Persvasion”. 2. Kevin Hogan, Hidden manipulations. 3. Robert Cialdini, How to influence on people. 4. Richard Bandler, Alchemy of manipulation. 5. Andrzej Batko, Sztuka perswazji i manipulacji.
Faculty:	<i>Finance and Banking, Management and Marketing, Computer Science and Econometrics</i>
czy przedmiot jest kopią przedmiotu prowadzonego na UE?	<i>nie</i>

Title:	TOTAL QUALITY MANAGEMENT
Code:	<i>TQM 10/11</i>
ECTS credits:	<i>4</i>
Lecture hours:	<i>20 hrs of lecture + 10 hrs labs</i>
Study period:	<i>Winter</i>
Level:	<i>Advanced</i>
Location:	<i>Wroclaw</i>
Examination:	<i>Oral presentation +written paper</i>
Language:	<i>English</i>
Prerequisites:	<i>General Management, HRM, Basic Quantitative Methods</i>
Course content:	<p>Objectives: <i>With the widespread interest in quality in any organization, this course will give students the background they need to design, implement, and evaluate quality improvement programs. Additionally, the course will show the international differences in quality management context and actual business examples.</i></p> <p>Skills: <i>How to use the quality philosophies, methods and tools for initiating, contributing and managing quality programs at any organization.</i></p> <p>Methodology: <i>Lecture, workshop, and group presentations, computer labs</i></p> <p>Contents:</p> <ol style="list-style-type: none"> 1. Introduction to TQM <i>(Concept of Quality and its evolution in historical and cultural perspective, Quality in modern organization, Philosophies of TQM).</i> 2. Basic concepts of TQM <i>(Deming`s 14 points, TQM principles and implementation: Customer focus, Continual Process Improvement, Total involvement).</i> 3. Selected quality methods and tools <i>(QFD and House of Quality, KJ, basic and advanced statistical tools, SPC, Six Sigma, management tools)</i> 4. TQM implementation with Quality Award models <i>(Malcolm Baldrige</i>

	<p><i>Quality Award criteria, European Business Excellence Model, selfassessment methodology</i></p> <p>5. Quality costing (<i>Basic cost categories, PAF model, ISO model, quality system and cost system in organization</i>)</p> <p>6. Case studies of TQM organizations (<i>European Way to Excellence selection, Quality orientation of Polish firms: survey results and cases</i>)</p>
Learning outcomes:	<p>When you have completed this course you will be better able to:</p> <ul style="list-style-type: none"> • <i>explain what quality means;</i> • <i>have a good understanding of total quality management;</i> • <i>identify your customers and find ways of improving the quality of the goods and services provide for them;</i> • <i>recognize the benefits of quality improvement and appreciate methods of establishing the costs of quality;</i> • <i>take part in quality improvement programmes and use some management and statistical quality tools;</i> • <i>contribute in the implementation of quality systems ISO9000:2000 and any other</i>
Contact person:	<p><i>Prof. Dr habil. Ing. Ewa Konarzewska-Gubala;</i> <i>phone: +48 71 3680-358 ewa.konarzewska-gubala@ue.wroc.pl</i></p>
Literature:	<p>Bank J. (2000): <i>Total Quality Management, 2nd edition, Prentice Hall</i> Besterfield D. and al. (1999): <i>Total Quality Management, Prentice Hall</i> Konarzewska-Gubala E. (ed.) (2006): <i>Total Quality Management, 2nd ed.: Concepts, Methodes, Cases; WUE Publishing House (in Polish)</i></p>
Faculty:	<i>All</i>

LANGUAGES

Title:	POLISH LANGUAGE
Code:	<i>POL 10/11</i>
ECTS credits:	<i>3</i>
Lecture hours:	<i>60 hours of workshop</i>
Study period:	<i>Winter and Spring</i>
Level:	<i>Beginners, intermediate</i>
Location:	<i>Wrocław</i>
Examination:	<i>Written test</i>
Language:	-
Prerequisites:	-
Course content:	<i>Students learn the basic rules of the Polish language pronunciation and intonation, the basics of grammar. Vocabulary practice provides students with the necessary skills to successfully communicate in everyday situations.</i>

	<i>The course content will also help to get acquainted with the Polish culture. Students have an opportunity to visit Wrocław and to participate in the cultural life of the city.</i>
Learning outcomes:	<i>Levels A1/A2, B1/B2, C1/C2 according to Common European Framework of Reference for Languages (CEFR) published by the Council of Europe.</i>
Contact person:	<i>mgr H. Karaszewska e-mail: karaszewska@wp.pl mgr E. Murawska -Klamut</i>
Literature:	-
Faculty:	<i>All exchange students</i>

THESIS SEMINAR FOR STUDENTS

Jerzy Ładysz, Ph.D.

Department of Spatial Management

Faculty of Regional Economy and Tourism

Wrocław University of Economics

+48 694 032 050

+48 75 75 38 266

E-mail: jerzy.ladysz@ue.wroc.pl

Seminar:

- 1) European territorial co-operation (interregional, transnational, euroregional)
- 2) European Groupings of Territorial Cooperation
- 3) Cohesion policy of the European Union
- 4) Spatial planning and spatial management
- 5) Evaluation of European Funds, operational programs and projects
- 6) Regional and local development; local finances
- 7) Foreign direct investments