

Framework programmes

of 1st cycle studies (Bachelor's degree)

Management

(Specialty: *Modern Marketing*)

Occupational Safety and Health, and Ergonomics

Relations between people and their work in particular working environment with special attention paid to the reduction of physical and psychical load as well as health hazard in a workplace.

Economy and Environment

Understanding basic notions on economy as related to environment. Drawing conclusions on potential consequences of economic activities on sustainable development. Using formal documentation referring to environment conservation policy in order to learn about principles of sustainable development in domestic and international context.

Economic History

Studying economic development processes in time from Polish, European and global perspective.

Mathematics

Learning selected issues on logics and set theory, real functions of one and multi variables, matrix calculus, linear set of equations, boundaries of sequences of numbers and one-variable functions, function derivatives, differential calculus, selected types of integrals. Applying gained skills in management and economic practice.

Microeconomics

Understanding underlying principles of any economy's operating within microscale. Identifying the impact of economic conditions on management.

Basics of Law I

Understanding the nature and sources of law. Ability to interpret and put selected basics of law into practice.

Basics of Entrepreneurship

Gaining theoretical and practical knowledge on entrepreneurship, in particular conditions of creating and developing small and medium sized enterprises.

Basics of Management

Understanding the idea and mechanisms of an organisation's functioning, management rules, tools and fundamental management regularities.

Information Technologies I

Gaining practical skills at using programmes regarding presentation graphics, spreadsheet and relation database.

Selected Issues in Macroeconomics

Understanding issues related to a domestic market laws, markets of the EU and global economy.

Finance

Understanding the significance and major mechanisms in a public finance sector, principles of gathering and allocating public funds.

Marketing

Basic notions in marketing domain, corporate functioning on the market as well as directions and trends in marketing development. Practical application of gained knowledge to exemplary case studies concerning marketing activity.

Organisational Studies

Theoretical background on organisational forms and overall principles of various organisations' functioning within turbulent environment.

Basics of Law II

Expanding basic notions and theories concerning law. Elements of commercial and financial law. Analysing and solving case studies referring to management practice.

Community Policies

Identifying causes, aims and principles of economic interference of the EU based on selected community micro and macro policies. Analysing, comprehending and evaluating the EU instruments, their conditions as well as final outcome.

Psychology

Theoretical and practical approach towards understanding human actions and personal understanding of the world.

Sociology

Understanding basic social notions such as: social change, social group, conflict, role, conformity, culture, etc. Learning how to interact in social groups with special attention paid to proper interpersonal relations. Learning recent changes in sociology in terms of global changes.

Descriptive Statistics

Learning theory of statistics and putting it into practice taking advantage of gained previously mathematical background.

Information Technologies II

Improving practical skills in the area of spreadsheet and presentation graphics using.

Self-Presentation

Analysing human behavior in social situations and the way we present ourselves in front of others. Training skills of self-presentation in formal and informal situations.

Marketing Research

Understanding the essence of marketing research, its methods, methods and techniques of marketing research. Applications of marketing research. Ability to perform own marketing research on a selected topic.

Computer Studies in Management

Theoretical background and practical issues of information systems in modern organisations. Investigating corporate information management systems, formulating system requirements, modelling, designing and implementing a simple personal information management system using latest technology tools.

Public Relations

Gaining knowledge, theoretical understanding and practical skills of practicing public relations in a company.

Financial Accounting

Acquiring theory and practice of financial accounting. Using financial accounting instruments in order to solve managerial problems.

Organisational Behaviour

Basic notions and theories in the field of organizational behaviours. Ability to solve case studies in this field.

Project Management

Thorough theoretical background and some practical skills necessary for project management.

Regional Development Management

Fundamental knowledge and theoretical approach towards the issue of regional development; practical skills of gaining funds for local development.

Human Resources Management

Understanding key notions in the field of HRM, major principles and ability to implement theoretical knowledge to practical solutions.

Econometrics

Acquiring basic knowledge in econometrics and skills connected with the process of structuring an econometrical model.

Quality Management

Theory of quality management, quality management systems. Theory of Total Quality Management (TQM). Ability to perform so called statistical quality control.

Euro-Marketing

Comprehending the peculiarity of marketing activity on the market of the EU. Improving skills concerning basic marketing strategies practiced on the markets of membership countries.

Service Marketing

Basic notions in service marketing; functions and reasons for development of new services, developing marketing strategy in services.

Consumer Behaviour

Extended theoretical background for the topic of customer's behaviour. Decision process and consumer's behaviour schemes. Testing methods used to detect customer's behaviour patterns. Case studies' solving.

Advertising

Fundamental issues concerning the idea of advertising, kinds and means of advertising. Modern advertising. Ability to apply some theoretical background to a more practical-oriented case study.

Product Strategy

Understanding the issue of contemporary products' complexity. Gaining ability to develop particular elements of a product as well as launching marketing strategies at different stages of a product life cycle.

Financial and Economic Analysis

Knowledge essential to interpret and analyse financial statements of an enterprise. Understanding main measures and indices used for evaluation of financial liquidity, management efficiency, debts and productivity of the enterprise. Ability to assess financial standing of an enterprise.

Corporate Finance

A concept of shareholder value, value and risk, financing decisions and market efficiency, dividend policy and capital structure, options and real options, debt financing, risk management, corporate financial planning, mergers, corporate control, and governance. Solving case studies taking advantage of gained theoretical background.

Basics of Insurance

Key concepts of risk in insurance, insurance contract evaluation, insurance in personal and business planning, life insurer management and operations, social insurance programs, life insurance, the provision of a life insurance contract, homeowners insurance, other personal property insurance, negligence and legal liability, individual liability insurance, personal automobile and its legal implications, commercial liability, auto, property, and workers compensation.

Modelling and Forecasting

Acquiring substantial skills at practical application of methods of statistical analysis of data. Application of statistical packet to do research on structure and forecasting of socio-economic phenomena.

Marketing in Internet

Training practical skills necessary to run marketing activity on the Internet.

Merchandising

Understanding basic rules of classical merchandising. Ability to prepare shop and article shelf ready for exposure, organize promotions aimed at increasing sales; communicate with shops owners and suppliers; make own decisions in the shops.

Marketing Plan

Fluency at developing a marketing plan for a company, adapting the plan to the needs and limitations of a business plan.

Consumer Protection Law

Acquiring knowledge and proper skills to use legal acts concerning consumer and competition protection.

Intellectual Property Protection

Introduction to the issue of intellectual property and the theory of intellectual property protection. Legal acts referring to this issue – how to interpret.

Innovation Management

Ability to distinguish between key notions in the field of innovation and innovation management. Innovation management in Poland and worldwide.

Territorial Marketing

Characteristics and determinants of marketing activity performed by territorial entities. Applying marketing principles in the activities of communities, districts, voivodships and countries.

Visual Identification System

The notion of Visual Identification System, elements of VIS, principles of developing and performing VIS. Advantages and disadvantages of such systems for any kind of institution.

Marketing in Sports

Applying principles and theoretical marketing background to the field of sports. Basic notions of marketing in sports. Analysing case studies in marketing in sports.

Persuasion in Communication

The nature of persuasion, persuasion techniques in presentations and other situations when persuasion techniques can be used.

