

Framework programmes

of 1st cycle studies (Bachelor's degree)

Management

(Specialty: *Business Management in Global Environment*)

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 psychological 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.

Economic Evaluation of Business Enterprise

Examination and evaluation of economic effectiveness of an enterprise. Understand basic methods and tools used to evaluate financial standing of the enterprise. Interpreting the analysis' results and relations and dependencies; suggesting possible recovery solutions for businesses in distress.

Clustering

Theoretical background for clusters' functioning – typology and overall operating principles. Influence of clusters on business and regional development. Being able to assess limitations and potential benefits resulting from cooperation within the cluster's structure.

Basics of Managerial Excellence

Understanding managerial tasks and roles, peculiarity of managerial work and its threats. Ability to explain and practice the issues of delegating and executing responsibilities, planning and organising own work, motivating others, using key addressing tools used by managers. Comprehension of the significance of self-development issue in terms of career, psychical and physical wellbeing. Savour Vivre in business enterprise.

Small and Medium Enterprise Management

Improving skills and competences with stress put on own business enterprise setting up. Comprehending conceptual thinking as related to small and medium enterprise operating on the market.

Non-Governmental Organisation Management

Management principles and practice, with elements of non-profit management compared to public and business organisational management. Ethical issues concerning the NGO's area. Impact of technology on non-profit organisations.

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.

EU Funds in Regional Management

Knowledge of the EU funds 2007-2013, identifying EU support fields addressed to regions, management systems concerning community funds on regional level, economic and social priorities for regional development as financed from the EU funds, efficiency of the EU sources on regional level, significant projects carried out in the region.

Managing and Leadership

Evaluation of the style of wielding power, identifying features of a leader, principles of authority building in various conditions (virtual and net organisations, innovation teams). Identifying and dealing with power abuse.

Decision Processes

Decision processes in business management. Ability to operate selected tools supporting decision making process, comprehension of negotiation strategies, tactics and techniques.

Integrated Management Systems

Understanding and interpreting the requirements of normalised management systems and its transformation into operational and tactical corporate actions, designing documentation, audits and workshops in Integrated Management Systems and their applications.

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.

Competitive strategies

Getting insights into developing strategies for sustained competitive advantage. Topics include analysis of mission and visioning, general environmental trends, industry attractiveness, value-chain analysis, core competencies, business and corporate-level strategies, etc.

Information Systems in HRM

Elaborating an algorithm evaluating the correctness of input data, choice of tools and using contemporary information systems for HRM.

Environmental Management

Basic knowledge regarding notions of environment and ecosystem. Causes and results of environmental degradation. Evolution of the theory of environment usage and environmental management. Sustainable development and environmental capital. Principles of sustainable development. International and national environmental law revolution.

Change Management

Understanding the need for change in organisations. Comprehending problem identification methods, methods of change management and techniques to overcome employees' resistance towards change. Finding out about organisational potential of a business in order to support change.

