

No.	Subject	ECTS	Description
1	Advertising	5	Advertising in promotion mix. The process of communication in marketing. Formulation of advertising strategy: mission, market, money, message, media, measurement . Online advertising. Psychological models of advertising.
2	Brand management	5	Strategic aspects of branding, brand identity and positioning, creating and sustaining brand identity, corporate brands and product brands, managing brands over marketing segments, building brand loyalty.
3	Coaching and Mentoring	3	The aim of the course is to learn about coaching and mentoring as methods of developing personal and professional competences. Students will learn the main principles of coaching and mentoring, gain knowledge about implementing these methods in organisations, and acquire the ability to use selected techniques and tools.
4	Consumer Behaviour	4	Introduction to and key concepts within the field of consumer behaviour. The underlying concepts include: consumer behavior definition, consumer in marketing 3.0 and marketing 4.0, consumer decision process, identify and explain factors which influence consumer behaviour, demonstrate how knowledge of consumer behaviour can be applied to marketing.
5	Control and Internal Audit	4	Definition of Control and Internal Audit, the Code of Ethics, Risk Management process in the organization (includes identification, evaluation and hierarchization of the risk), control mechanisms in the organization
6	Corporate Social Responsibility	4	Introduction to Corporate Social Responsibility: Potential Business Benefits-Triple bottom line, Human resources, Risk management, Supplier relations; Criticisms and concerns- Nature of business; Motives; Misdirection. Trajectory of Corporate Social Responsibility in Poland and UE. Corporate Social Responsibility - ISO 26000. Corporate Social Responsibility and Small and Medium Enterprises (SMEs) in UE. Corporate Social Responsibility and Public-Private Partnership (PPP) in UE. Legal Aspects of CSR. Corporate Social Responsibility in Globalizing world: Corporate Social Responsibility Voluntary Guidelines. Corporate Social Responsibility - Companies.
7	Econometrics modeling	4	The role and place of econometrics in economic analysis and research; understanding econometric models and the principles of their construction, both in terms of linear models and a certain group of non-linear models; the use of econometric methodology in the areas of evaluation, control and forecasting.
8	Entrepreneurship	4	1) Overview Of Entrepreneurship: Definitions, Roles and Functions/Values of Entrepreneurship, History of Entrepreneurship Development, Role of Entrepreneurship in the National Economy, Functions of an Entrepreneur, Entrepreneurship and Forms of Business Ownership Role of Money and Capital Markets in Entrepreneurial Development: Contribution of Government Agencies in Sourcing information for Entrepreneurship. 2) Business Plans And Importance Of Capital To Entrepreneurship: Preliminary and Marketing Plans, Management and Personnel, Start-up Costs and Financing as well as Projected Financial Statements, Legal Section, Insurance, Suppliers and Risks, Assumptions and Conclusion, Capital and its Importance to the Entrepreneur, Entrepreneurship And Business Development: Starting a New Business, Buying an Existing Business, New Product Development, Business Growth and the Entrepreneur Law and its Relevance to Business Operations. 3) Women's Entrepreneurship Development, Social entrepreneurship-role and need, EDP cell, role of sustainability and sustainable development for SMEs, 4) UE Environment for Entrepreneurship: key regulations and legal aspects, role and responsibilities of various government organisations, departments, banks etc., role of State governments in terms of infrastructure developments and support etc., public private partnerships, Credit Guarantee Fund, 5) Effective Management of Business: Issues and problems faced by micro and small enterprises and effective management of M and S enterprises (risk management, credit availability, technology innovation, supply chain management, linkage with large industries), exercises, e-Marketing. 6) Achieving Success In The Small Business: Stages of the small business life cycle, four types of firm-level growth strategies, Options – harvesting or closing small business, Critical Success factors of small business.
9	Financial Management	6	This course aims to introduce fundamental concepts and analytical knowledge of Financial Management. The goal of this course is to develop analytical skills for making corporate investment and financial decisions. The course introduces you to finance concepts and provides you with essential knowledge of various tools used in corporate finance. You will examine the corporate financial environment and its impact on decision-making; including the concepts of the time value of money, discounted cash flow analysis, and issues of short and long-term financial management, capital budgeting and risk analysis; corporate capital structure and financing decisions.
10	Human Resource Management	4	Education within the human resource management module leads to learning and understanding basic terms in the field of human resource management, learning about individual elements of the HR process (from planning and recruitment, through development, assessment and motivation, to dismissal and personnel audit), learning about the tools used at various stages of the HR process, learning about and understanding the role of various entities involved in human resource management in a company, understanding the role of human capital in the success of a company and the determinants shaping the HR process.

11	Internal Audit	4	definition of Internal Audit; the Code of Ethics,Risk Management process in the organization (includes identification, evaluation and hierarchization of the risk)
12	International Marketing	6	Introduction to and key concepts within the field of international marketing. The underlying concepts include: the impact of cultural, social, political and economic factors on marketing <u>strategie, standardization and adaptation of international marketin activities and marketing mix</u>
13	Investment Strategies	5	This course will discuss various investment strategies utilized by professional investors. The goal of this course is to present theoretical and practical issues regarding the basics of investing in the financial markets using various tools of fundamental, technical and portfolio analysis. The laboratory is intended to enable the acquisition of practical skills in conducting fundamental analysis of listed companies and technical analysis of financial instruments using different trading platforms.
14	Leadership Skills and Tools	5	The aim of the module is to introduce students to the theory and practice of management. During the course, students will acquire knowledge about the role and tasks of managers in organisational settings and will have the opportunity to develop the basic skills necessary to perform tasks in a managerial position.
15	Logistics and Retail Management	5	During the course, the student acquires knowledge about the main objectives of supply, production and distribution logistics. Concepts of logistics and distribution. Planning for logistics. Production planning. Procurement and inventory decisions .Operational management.
16	Macroeconomics	6	National Income and product accounts; Economic growth; Money and banking, Inflation, Financial markets; Government and fiscal policy; Unemployment; International trade and international finance
17	Marketing Plan	4	Knowledge and ability to apply the principles of the marketing plan. The education module includes the essence and steps of marketing planning process. Developing skills of using the knowledge to develop a marketing plan. The essence of marketing plan. Stages of marketing planning process. The steps of marketing planning process of a chosen company. <u>Planning, implementing, evaluating, and reviewing of the result.</u>
18	Innovation Management	6	Innovation will not be restricted to creativity and new technical ideas, but also take organizational aspects into account. The course is committed to providing an opportunity to learn to use some tools and news ways of thinking which are better suited to addressing complex problems and opportunities inherent in organisations today. In terms of method, the course will promote interactions between students and the teacher. Before each session, students will be expected to have read a chapter and/or article. During classroom sessions, students will work in groups to answer specific questions, and discuss what they have learned. Concepts and ideas will be illustrated with concrete examples. The students will be able to: 1) Understand the role of innovation and technical change in enterprise and national level economic performance 2) Understand the technological, human, economic, organisational, social and other dimensions of innovation 3) Explore and better manage the effects of new technology on people and work systems 4) Demonstrate that the effective management of technological innovation requires the integration of people, processes and technology <u>Recognize opportunities for the commercialization of innovation</u>
19	Introduction to Strategic Management	5	The module covers the basic issues of strategic management of organisations. The course provides an introduction to the fundamental concepts and frameworks of strategic management, focusing on how organizations formulate, implement, and evaluate strategies in dynamic and competitive environments. It equips students with analytical tools to understand business environments, assess organizational resources, and develop strategic thinking skills necessary for further studies in management and economics.
20	Managing Teams	6	The aim of the course is to provide knowledge about the functioning of modern teams and the competences that are necessary for a team manager. The course topics are: The role of the team in the organization. Types of teams and phases of team functioning. Tasks and challenges of the team leader. <u>Building engagement and motivation among team members. Team leadership.</u>
21	Marketing	7	The main objective of the course is to gain knowledge in the field of marketing methods and techniques which can be applied by modern organizations in their daily operations. The course provides knowledge on contemporary marketing, the course topics are: The evolution of the marketing orientation. The main directions of development and challenges for companies in real and virtual word. Segmentation, Targeting and Positioning - STP strategy in marketing activity. <u>Marketing mix - an analysis of marketing instruments and marketing strategies.</u>
22	Microeconomics	5	The course introduces students to the fundamental concepts, methods, and tools of microeconomics, with a focus on understanding how individuals and firms make decisions under resource constraints and how markets function in both competitive and non-competitive settings. It aims to provide a solid foundation for analyzing price formation, market efficiency, and market failures, while preparing students for further study in economics and related fields. At the same time, the course develops analytical and critical thinking skills necessary to interpret economic phenomena and evaluate economic policies in the context of microeconomic theory.
			The course focuses on concepts and theories related to group dynamics, team development, organisation and leadership and lays a foundation for further discussion and analysis of aspects of leadership and organisational behaviour in contemporary

23	Organisational Behaviour	4	<p>organisations. Course topics: Nature and scope (features) of organisational behaviour. Effective communication within organisation. What is an effective way to communicate within an organisation? The role of motivation in organisational behaviour. Contemporary theories of motivation within organisation. Stress and well-being at work. How does employee stress affect the organisation? Influence processes in organisations: power, politics, leadership. The impact of leadership on organisational performance. Managing transitions: organisational culture and change. Building organisational culture that stimulates creativity and innovation. Relationships and partnerships within organisation. Partnerships: frameworks for working together. The importance of building strategic partnerships and relationships. How to build strategic partnerships &amp; relationships?</p> <p>Managing cultural diversity. Diversity, diversity management, multiculturalism and cross-culture within organisation. Organisational conflicts: causes, effects and remedies. Conflict management in organisations. Conflict and negotiation in larger business organisations.</p>
24	Quality management	5	<p>On the courses, the following subjects are taught: Basic concepts of quality, quality controlling, consultation, quality assurance, total quality management, scientists who contribute to quality management, statistical quality management and service quality.</p> <ol style="list-style-type: none"> <li>1) The concept of quality, the concept of quality control, Basic Topics in Quality</li> <li>2) Factors Effecting Quality, Quality Sizes, Costs of quality</li> <li>3) Based on Quality Concept: Consultation, Quality Controlling, Quality Security and Total Quality Management</li> <li>4) Quality Gurus: Juran, Deming, Ishikawa, Crosby, Fiegenbaum ve Taguchi's Contributes in Quality Management</li> <li>5) Definition of Total Quality Management and Basic Rules, Continuous Improvement, Customer-Focused, Leadership of Top Management, Quality Culture</li> <li>6) Counteracting Approach, Measure and Statistic, Personel Training, Cooperation with Suppliers, Join the Managing and Using Tools,</li> <li>7) Culture Concept, Culture of Organization, Quality Culture and Values,</li> <li>10) Importance of Leadership in Quality Management, Strategical Quality Leadership and Leadership Theroies and Importance of Motivation in Quality Management, Motivation Theroies,</li> <li>11) Education Concept, Education and Organizational Improvement, In-Service Training, Education Types, Education in Quality Management, Determine the Education Needs</li> </ol> <p>In Quality Improvement Statistical Quality Controlling, Tally Diagram, Histogram 13) Pareto Analysis, Cause and Effect Diagram, Scatter Plot,</p>
25	Self-presentation	4	<p>This course prepares students for a variety of academic and other situations in which formal presentations are required. Topics will include cultural conventions and speech, perceptions of others, verbal and nonverbal messages, and techniques of oral presentation and persuasion. Students will learn how to research, outline, and deliver short, informal presentations as well as longer speeches. Another goal is to expand student's abilities with computer mediated communication in order to better prepare them for future interviews and presentations online.</p>