

# COURSES

## OFFERED TO INTERNATIONAL STUDENTS

Code	Name	hours	ECTS
<b>Available BOTH SEMESTERS</b>			
ANG	Business English or Effective Speaking	60	3
JOB	Second language German, French, Russian elementary level excluded	90	3
OGL379.14	Introduction to Poland	30	2
JOB 194.1	Polish for beginners	30	3
<b>FALL SEMESTER</b>			
ATTENDED BY THE FIRST YEAR WSB STUDENTS			
EKO 121	Microeconomics	60	6
ZIM 111	Fundamentals of Management	45	6
OGL 171	Philosophy	30	4
OGL 172	Introduction to Fine Arts	15	3
ATTENDED BY THE SECOND YEAR WSB STUDENTS			
MAT 241	Econometrics	45	6
FIN 261	Money & Banking	30	3
OGL 173	Introduction to Politics	30	3
SMD 204	International Relations	45	5
ATTENDED BY THE THIRD YEAR WSB STUDENTS			
ZIM 311	Negotiations	15	2
ZIM 312	Marketing Management	45	6
INF 351	Information Systems in Management	30	5
ATTENDED BY THE FOURTH YEAR WSB STUDENTS			
SERB 421.A	European Union in the Global Economy	30	5
SFIN 461.A	Derivative Securities	30	5
SFIN 463.A	Financial Markets	30	5
ZIM 421.A	Fundamentals of Project Management	30	5
<b>SPRING SEMESTER</b>			
ATTENDED BY THE FIRST YEAR WSB STUDENTS			
OGL 271	Psychology	30	3
ZIM 113	Principles of Marketing	45	5
MAT 142	Statistical Methods	35	4
EKO 122	Macroeconomics	45	5
FIN 161	Foundations of Finance	45	5

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ATTENDED BY THE SECOND YEAR WSB STUDENTS			
ZIM 213	Human Resources Management	45	6
EKO 221	International Commercial Relations	30	5
OGL 273	Ethics in Business & Technology	30	4
ZIM 215	International Marketing	30	5
ATTENDED BY THE THIRD YEAR WSB STUDENTS			
ZIM 317.A	International Management	30	5
ZIM 314	Strategic Management	30	4
FIN 361	Company Finance	45	5
FIN 363.A	International Finance	30	5
ATTENDED BY THE FOURTH YEAR WSB STUDENTS			
SERB 423.A	Lobbying in the EU	30	5
SFIN 466.A	Portfolio Theory	30	5
ZIM 422.A	Knowledge-based Economy, Society & Business	30	5

# Courses Descriptions

## Management

### ZIM 111 Fundamentals of Management (6 ECTS)

The course covers basic terms and concepts of contemporary management theory. Topics presented include the process and system of business management as well as aspects, areas, and functions of management. Characteristics of a manager's work, functions, skills, and roles of a manager are also analysed. Other topics include the nature, range, principles, and techniques of business planning and control, managerial decision-making models, guidelines and techniques, organisational structures of business enterprises– their analysis and improvement, and the analysis of managerial effectiveness.

### ZIM 213 Human Resource Management (6 ECTS)

The study of personnel function of an enterprise in the conditions of a free market economy. The course aims to acquaint students with modern approaches to human resource management in organisations, to enable them to formulate goals of HRD in the context of corporate strategy, structure, and corporate culture. It also presents fundamental methods of employee recruitment, evaluation, remuneration, and development. Topics covered include aims, functions, and conditions of human resource management, the organisation of the HRM process, employee hiring and firing, employee evaluation, training, and skill development, productivity and labour costs, and A creating good working conditions and relationships.

### ZIM 311 Negotiations (2 ECTS)

The study of the nature, range, types, stages and significance of negotiations. Presentation of the basics of conflict analysis. Topics include negotiating styles and strategies, principles, and techniques of negotiations, interpersonal communication in negotiations, and difficult negotiations. The course is based on case studies.

### ZIM 314 Strategic Management (4 ECTS)

The course focuses on long-term activities in key areas of operation and development of a business enterprise and presents achievements of all contemporary approaches to the discipline. Issues discussed during the course refer to both the nature, range, development, and significance of strategic management and to principles, methods, and techniques of strategic management, which are analysed on practical examples. The following topics are discussed during the course: the nature, origin, and development of strategic management, role of strategic planning and control, the process of strategic business management, goals, functions, and characteristics of strategic management, the position and role of strategic management in business management, key characteristics and determinants of management strategy, types of management strategy, the process of strategy formulation, stages of strategy planning, and the process of strategy implementation and strategic control.

### **ZIM 317A International Management (5 ECTS)**

Upon completion of the class, the student should be able to do the following: understand the International Market Place in which modern business operates; develop insights into cultural and human relations considerations, required to establish effective business management and control; gain exposure to current international management issues, linking theory with practical applications; understand inter-functional relationships within the global firm;

### **ZIM 421A Fundamentals of Project Management (5 ECTS)**

Managing different relations. Assigning jobs and resources to tasks. Analysis of time of project completion. Cost analysis and project crashing. Project optimization. Recall on critical path method, PERT–CPM analysis and Gantt charts.

Value–chain management. Measures of efficiency. Mass customization. Benchmarking in value–chain management. Customer relationships management.

Logistics management. Measuring supply chain efficiency. Globalization and logistics. Organization of global logistics.

Supply chain management.

Computer lab assignments.

### **ZIM 422A Knowledge–Based Economy, Society and Business (5 ECTS)**

The course analyzes recent shift from tangible towards intangible resources in operations at all levels: society as w hole, national economic systems, and business organizations. The ways of developing and managing existing within corporations and society knowledge are analyzed along with empiric evidences of benefits stemming from the use of intangibles resources. Methods for calculating the economic value of the knowledge as well as its impact on the market value of companies and whole industries are presented. The course also analyzes ranking and reports (e.g. World Bank, UNCTAD) characterizing national systems in terms of accumulated and used knowledge; forecasts and prediction regarding future growth and development trends are calculated. The course emphasizes practical experience, skills, and specific methods enabling students to deal with intangible resources at all levels.

## **Marketing**

### **ZIM 113 Principles of Marketing (5 ECTS)**

Study of basic knowledge of marketing according to the structure of the subject acknowledged in the world literature. In the syllabus there are such issues as: the company's marketing environment, the essence of marketing, marketing information systems, the elements and instruments of marketing mix, market segmentation strategy. The main objective of the course is enabling students to recognise the nature of processes occurring in companies and their environment, and to understand decision–making dilemmas in marketing

### **ZIM 215 International Marketing (5 ECTS)**

Upon completion of the class, the student should be able to do the following: understand how foreign culture, needs and requirements impact businesses; know the basic principles, analytical techniques and mechanics of international marketing research; apply basic concepts of international marketing planning to a set of brief illustrative cases; learn how to get involved in importing and exporting; explain the problems involved in marketing products abroad; give an overview of marketing's place in international business;

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### **ZIM 312 Marketing Management (6 ECTS)**

Study of the most recent knowledge which is indispensable in marketing management in the market-oriented company, and learning of independent realisation of the marketing management process in the company. The course includes issues concerning: marketing orientation in the company, the essence and features of marketing management, strategic and operational marketing decisions, market field of the company, the bases of determining marketing strategy (mission, objectives etc.), the process of marketing management, marketing organisation and control, and selected marketing analyses.

## **Economics**

### **EKO 121 Microeconomics (6 ECTS)**

Extensive exposure to the fundamental aspects of economics which provides the basis for further study in many other areas. Focuses upon economics as a discipline, market theory, production, the theory of cost and decisions in the enterprise. Attention is also paid to basic elements of monetary policy and problems relating to capital markets.

### **EKO 122 Macroeconomics (5 ECTS)**

Extensive study of a number of topics including the nature and characteristics of economic systems, contemporary theories of economics, indicators of economic development, fiscal and monetary policies in open and controlled societies, inflation, unemployment, and economic cycles.

### **EKO 221 International Commercial Relations (5 ECTS)**

Focuses on aspects and benefits of international division of labour for the world's economy, theories of international trade, the role of international trade in a market economy, the international monetary system, the mechanisms of devaluation and revaluation, balance of payments, protectionism and neo-protectionism, GATT, WTO, economic integration, the European Union and Polish-EU relations.

## **Applied Mathematics**

### **MAT 142 Statistical Methods (4 ECTS)**

Examination of the application of statistical description and inference in business, psychology, and science. Topics include: frequency distribution, graphing techniques, measures of central tendency and dispersion, normal distribution, correlations, regression, probability and sampling methods, hypothesis testing and decision making, t-tests and analysis of variance.

### **MAT 241 Econometrics (6 ECTS)**

This course acquaints students with basic methods of econometric analysis, analytical skills dealing with selecting, formulating and using appropriate models in solving real-world problems. Topics cover the core material on simple and multiple regression, pooling time-series and cross-sectional data, simultane-

ous equation models, nonlinear least squares and time series models

## **Computer Science**

### **INF 351 Information Systems in Management (5 ECTS)**

Introduces a conceptual framework and body of knowledge concerning contemporary information systems as they relate to management decision making. It focuses on methods of data processing, storing, transmitting, and principles of obtaining, analysing and presenting information effectively. Introduces the most important issues in management of information systems to satisfy organisational needs. Its major objective is to prepare future managers to make informed decisions concerning the design and implementation of information systems in their organisations. In addition to reviewing their knowledge and skills gained during other computer courses, students will be able to test model software for business management. Forms of delivery: lectures, computer laboratory classes and individual work.

## **Finance**

### **FIN 161 Foundations of Finance (5 ECTS)**

Basic notions of finance are presented such as time value of money, problem of cash flow in various types of companies, financial statements, financial ratio analysis of company's performance and basics of capital budgeting.

### **FIN 261 Money and Banking (3 ECTS)**

Presents fundamental functions of a bank in market economy and its role with respect to companies. The structure of banking sector in Poland and abroad is described. The emphasis is on practical issues.

### **FIN 361 Company Finance (5 ECTS)**

The course presents short term financial management, in particular cash and marketable securities management, receivables management and inventory management, and also long term financing, in particular long term debt and leasing. Financial planning, financial and operational leverage are also discussed. The emphasis is put on case study.

**FIN 363A International Finance (5 ECTS)**

Spotlights the economic and business rationale for the existence of multinational firms in a foreign exchange risk context. It covers foreign exchange exposure, variables that cause exchange rates to change, international capital markets, long-term worldwide cost of capital and short-term and intermediate-term financing through the international banking system.

**SFIN 461A Derivative Securities (5 ECTS)**

Description of basic derivative securities.  
 Call and put option – real life examples.  
 Real options in business decisions.  
 Forward contracts. Examples on foreign exchange market.  
 Forward rate agreements. Swaps.  
 Mechanism of futures (marking to market).

**SFIN 463A Financial Markets (5 ECTS)**

Organization of stock exchanges in Europe.  
 Securities, types, pricing. Short-selling.  
 Analysis of bond market: yield to maturity.  
 Managing risk involved in bond investment.  
 Interest rates, time structure, LIBOR.  
 Options and futures markets – functioning.

**SFIN 466A Portfolio Theory (5 ECTS)**

Expected return and risk.  
 Standard deviation as a risk measure.  
 Risk and return of a portfolio. Diversification.  
 Markowitz theory, Capital Market Line, Market portfolio.  
 Capital Asset Pricing Model, Security Market Line.

**General Studies****OGŁ 171 Philosophy (4 ECTS)**

The course is an overview of the most important philosophical theories from antiquity to modern times. It focuses on the role of philosophy among other cultural disciplines, main philosophical systems, the understanding of existence, and the problem of truth. The course also covers first philosophical issues, the beginnings of man's philosophy, first philosophical systems (Plato, Aristotle), Christian philosophy, Renaissance thought, Descartes, empiricism, criticism and German idealism,

positivism and dialectical materialism, and 20th century philosophy.

**OGŁ 172 Introduction to Fine Arts (3 ECTS)**

Aims to make students familiar with the language and merits of art and culture. The course introduces principal concepts of aesthetics – beauty, form, creativity and artistic experience. It also covers styles and trends in art, artists, museum as well as art dealers and sponsors. This is supplemented by opportunities for individual creation of works of artistic form.

**OGŁ 173 Introduction to Politics (3 ECTS)**

An introductory course in political science. The purpose of this course is to provide students with a framework for further study in the general discipline. Students study basic terms and concepts, major ideologies and theoretical perspectives, political systems, elements of international relations. Additionally, relations between politics and economy, public administration and media are discussed. Part of the course is devoted to European integration process and Polish accession to EU.

**OGŁ 271 Psychology (3 ECTS)**

Introduces a range of human psychological processes, the structure of emotional-motivational processes and defense mechanisms, stress and the physiological and emotional effects of long-time exposure to stressors. Also examines selected theories of personality with a focus on dynamic, structural and system-constitutional theories. Personality tests will be performed when requested by participants.

### **OGL 273 Ethics in Business and Technology (3 ECTS)**

Introduces basic ethical principles within a business and technology framework. Addresses standards of ethical conduct within the business community; codes of ethics; concerns over corporate behavior; ethical responsibilities to firms, employees, customers, stockholders, and others in society. Examines advantages of professional codes of ethics. Prerequisite: OGL 171.

## **International Relations And Diplomacy**

### **SMD 204 International Relations (5 ECTS)**

Study of contemporary international relations focusing on theory and some of the challenges facing national foreign policy. Case studies include Middle East, former Yugoslavia, etc.

### **SERB 421A EU in the Global Economy (5 ECTS)**

The aim of the course is to show the role of EU economy in the global economy. Emphasis is placed on:

- a) institutions that play the major role in economic and finance area,
- b) external common trade policy of EU countries,
- c) influence of common European market for the rest of the world,
- d) consequences of Euro Zone and Euro for the global financial system.

Each student attending this course is required to have knowledge about: micro- and macroeconomics, theories of foreign trade, exchange rate regimes and a balance of payments accounts.

After successfully completing the course, the student should know international financial institutions in EU, common external trade policy, role of the Euro in the global financial system and what are the consequences of the EU customs union, the EU common market and Euro Zone for all trading partners (from the rest of the world and within the EU).

### **SERB 423A Lobbying in the EU (5 ECTS)**

Lobbying is a study of how organizations (including non-governmental organizations), trade unions and parties can articulate and influence their interests in the European Union in particular. This knowledge is useful in the face of increasing competitions among countries. Lobbying is used so long ago as a useful tool for wielding enormous influence by highly developed countries and could be used in the same way by developing countries. Lobbying should be used in an ethical way to gain advantage for the interested party.

## **Language Studies**

### **ANG 281 Business English 1**

Business English Level 1 responds to an identified student requirement to be able to apply for jobs and internships in a workplace in which English is the language for business communication. Differences between British and American writing standards are presented. In addition, it enhances the development of business vocabulary in the skill areas of interviewing, CV writing, telephoning and business correspondence.

### **ANG 282 Business English 2**

Theoretical aspects presented during the course cover types, goals and structure of meetings, conflict-resolution strategies, the role of the chair person, decision-making process, the skill of listening and persuasion, types of negotiations, strategies and tricks used in negotiations and aspects of non-verbal communication.

### **ANG 381 Business English 3**

The course aims to integrate and expand students' linguistic skills and further their knowledge of Business English. Topics covered vary from management, entrepreneurship, advertising, ethics to other areas of business activity which are relevant to students. In order to complete the course students in small groups work on a term-long project e.g., they prepare a business plan or draft a marketing advertising public relations campaign for existing organisations, both for profit and non-profit ones.

### **ANG 382 Effective Speaking**

The course enables students to prepare for public presentations and to practice four types of speeches: informational, promotional and persuasive speech, and a description of a process. Issues covered during the course include speech planning and organisation, ways of dealing with stage fright, audience analysis, proper use of non-verbal communication, attracting and maintaining audiences interest, answering questions, preparing and presenting arguments, using visual aids, and elements of persuasion.

### **JOB 291 Fundamentals of German 2**

Continuation of study of basic elements of language. The course builds upon the fundamental aspects of personal and social interaction needs. Discussion of health matters, the environment and urban living is covered. Exposure to cultural matters in Germanic sites is included.

### **JOB 294 Fundamentals of French 2**

Continuation of study of basic elements of language. The course builds upon the fundamental aspects of personal and social interaction needs. Discussion of health matters, the environment and urban living is covered. Exposure to cultural matters in French sites is included.



**JOB 296 Fundamentals of Russian 2**

Continuation of study of basic elements of language. The course builds upon the fundamental aspects of personal and social interaction needs. Discussion of health matters, the environment and urban living is covered. Exposure to cultural matters in Russian sites is included.

**JOB 391 Intermediate German 1**

Enhancement of fundamental communication for intermediate students. Personal characteristics, school and vocational plans, transportation factors and media exposure are the subject of this course.

**JOB 392 Intermediate German 2**

This course provides a further grounding of elements of language for advanced students in the basic program. Deeper discussion of social and personal matters ensues. Problems of emigration and travel, climate, family matters, particularly problems with age differences are covered. Exposure to financial concepts such as market conditions and commerce, banking, and consumption offers an introduction to Business German.

**JOB 393 Intermediate French 1**

Enhancement of fundamental communication for intermediate students. Personal characteristics, school and vocational plans, transportation factors and media exposure are the subject of this course.

**JOB 393 Intermediate French 2**

This course provides a further grounding of elements of language for advanced students in the basic program. Deeper discussion of social and personal matters ensues. Problems of emigration and travel, climate, family matters, particularly problems with age differences are covered. Exposure to financial concepts such as market conditions and commerce, banking, and consumption offers an introduction to Business French.

**JOB 395 Intermediate Russian 1**

Enhancement of fundamental communication for intermediate students. Personal characteristics, school and vocational plans, transportation factors and media exposure are the subject of this course.

**JOB 396 Intermediate Russian 2**

This course provides a further grounding of elements of language for advanced students in the basic program. Deeper discussion of social and personal matters ensues. Problems of emigration and travel, climate, family matters, particularly problems with age differences are covered. Exposure to financial concepts such as market conditions and commerce, banking, and consumption offers an introduction to Business Russian.

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