

- **Management and Marketing - Master Studies**
- **General course**

## **WINTER SEMESTER**

### **OPERATIONAL RESEARCH**

**Faculty:** Faculty of Economics and Sociology

**ECTS POINTS:** 2

**Number of hours:** 15

**Duration:** 1 semester

**Course type:** Tutorial + Discussion class

**Course description:**

1. Introduction to linear programming
  - a. LP model,
  - b. graphical solution of two-variable linear problems with sensitivity analysis,
  - c. modelling special economic problems: blending problem, diet problem, work and production scheduling, multiperiod decision problems and others.
2. Simplex algorithm
3. Duality and sensitivity analysis. Interpretation of the dual problem and its optimal solution.
4. Transportation problem
  - a. formulation of the transportation problem - constructing transportation tableau for balanced and unbalanced problems; special situations - prohibited routes. limited capacity, transshipment,
  - b. methods for developing initial solution: north
5. Stepping-Stone and Modified Distribution (MODI) algorithms
6. interpreting the optimal solution.
7. Decision-Making under uncertainty,
8. Payoff-table analysis, criteria of decision-making
9. Decision trees
10. Decision-Making with experimentation - Bayes rule
11. Value of information
12. Project Management - CPM (Critical Path Method) and PERT (Problem Evaluation and Review Technique)
13. Introduction to Queueing Models

**Assessment method:** exam

### **FUNDAMENTALS OF ENTREPRENEURSHIP**

**Faculty:** Faculty of Management

**ECTS POINTS:** 5

**Number of hours:** 30 + 15

**Duration:** 1 semester

**Course type:** Tutorial + Discussion class

**Course description:**

- Definition of SME
- The characteristic of the organisational system in small firms
- Theory of entrepreneurship and selected theories of a firm which are essential to understand the essence and importance of entrepreneurship.
- Life cycle model's – assumptions, categories,
- Models of the firm's growth – basic types,
- Changes in concept of the firm – pre-incubator and clustering

**Importance of SMEs in economy**

- SME share in the generation of GDP
- The number of enterprises

- People working in the SME sector
- Financial standing of SMEs
- Investment by SMEs
- Innovation in industrial enterprises
- The role of SMEs in foreign trade

#### **SME policy and entrepreneurship policy**

- Features of SME policy
- Features of entrepreneurship policy
- The shift towards entrepreneurship policy

#### **The institutional system of SME support in Poland**

- The Polish Agency for Enterprise Development
- Regional Financing Institutions
- Consulting Centres
- The National SME Services System

#### **Internationalisation of SMEs**

- Forms of internationalisation
- Motives for internationalisation
- Managing internationalisation
- Main barriers and problems for internationalisation of SMEs
- Policy measures

#### **SMEs cooperation**

- The nature of SME cooperation
- Objectives of SMEs cooperation
- Characteristics of SME cooperation
- Networks

#### **Basics of SMEs financing**

#### **Innovations and SMEs**

#### **Technology entrepreneurship in small and large enterprises**

#### **Corporate entrepreneurship**

#### **SMEs and grey economy**

**Assessment method:** multiple choice test

**Prerequisites:** good command of English

**Primary target group:** students of management or economics major

## **MANAGEMENT ACCOUNTING**

**Faculty:** Faculty of Management

**ECTS POINTS:** 2

**Number of hours:** 15

**Duration:** 1 semester

**Course type:** Tutorial

#### **Course description:**

- Management accounting – an overview
- An introduction to cost terms and concepts
- Cost – volume – profit analysis
- Budgeting and responsibility accounting
- Absorption costing and variable costing
- Short time decision making

**Assessment method:** test

## **STRATEGIC MANAGEMENT**

**Faculty:** Faculty of Management

**ECTS POINTS:** 5

**Number of hours:** 30 + 30

**Duration:** 1 semester

**Course type:** Tutorial + Discussion class

**Course description:**

- The fundamental introducing issues
- The origins of strategic management
- Levels of strategy
- The strategic management process: crafting and implementing strategy
- Corporate level strategies
- Business-unit level strategies
- The strategic analysis of the company - the general object
- Analysis of the environment
- Industry and competitors analysis
- Firm situation analysis
- The application of SWOT and SPACE analyses
- Building and sustaining competitive advantage
- Strategy implementation
- Exam

**Assesment method:** examination

## **ORGANIZATION AND MANAGEMENT METHODS**

**Faculty:** Faculty of Management

**ECTS POINTS:** 4

**Number of hours:** 15 + 30

**Duration:** 1 semester

**Course type:** Tutorial + Discussion class

**Course description:**

- The definition of management methods. The evolution of Management Methods and Techniques.
- Organization and Environment.
- Business Process Management
- People oriented management methods.
- Knowledge management.
- Management by Values.
- Crisis Management.
- Creative and Innovative Management

**Assesment method:** examination

## **CAPITAL MARKET**

**Faculty:** Faculty of Management

**ECTS POINTS:** 3

**Number of hours:** 30

**Duration:** 1 semester

**Course type:** Tutorial

**Course description:**

- Function of Financial Markets

- Structure of Financial Markets. Debt and Equity Markets. Primary and Secondary Markets. Exchanges and Over-the-Counter Markets. Money and Capital Markets.
- Regulation of the Financial System. Polish Financial Supervision Authority. National Depository for Securities. Polish Association of Brokers and Investment Advisors.
- Types of securities. Shares. Bonds. Commercial papers. Futures. Options. Warrants. Depository receipts.
- Primary Market. Share issuing stages. Bond issuing stages. Underwriting
- Stock exchange. Types of exchanges. Exchange members. Sorts of quotations. Stock indices.
- Trading quotation systems. The continuous trading system. The single-price auction system. Block trades. Session schedule. Price variation limits.
- Investment orders on stock exchange.
- The risk and term structure of interest rates.
- The Theory of Rational Expectations.
- The Efficient Markets Hypothesis.
- Internationalization of Financial Markets. International Bond Market, Eurobonds, and Eurocurrencies. World Stock Markets.
- Financial Intermediaries. Contractual Savings Institutions. Depository Institutions. Investment Intermediaries.
- Investment techniques. Technical analysis. Financial analysis. Market indices.

**Assessment method:** exam

## **QUALITY MANAGEMENT**

**Faculty:** Faculty of Management

**ECTS POINTS:** 4

**Number of hours:** 30

**Duration:** 1 semester

**Course type:** Tutorial

**Course description:**

- Standardization: origin and basics.
- International and local organizations for standardization.
- Standardization in Poland.
- European and Polish certifying systems.
- The Concept of European Union in trade barriers elimination.
- Voluntary area certification – European Keymark.
- Obligatory area certification – New Approach Directives, CE sign.
- European accreditation system.
- Quality management systems in conformity to ISO 9000:2000 standards.
- Quality management systems documentation.
- ISO 9000:2000 standards implementation in Polish and European organizations.
- Environmental management - ISO 14001 and EMAS.
- Health and safety management systems – OHSAS 18001, PN – N 18001.

**Assessment method:** exam

## **FORECASTING AND SIMULATION**

**Faculty:** Faculty of Management

**ECTS POINTS:** 2

**Number of hours:** 30 + 15

**Duration:** 1 semester

**Course type:** Tutorial + Discussion Class

**Course description:**

- **Introduction.** Forecasting terms, fields of applications, forecasting in economy, classification of forecasts. Classification of forecasting methods and models, organization of forecasting process
- **Time series models.** Simple time series models (naïve method, moving average, weighed moving average, exponential smoothing etc.) , analytical models of error function. Time series with trends (polynomial regression of n-order, Holt's model. Seasonal changes modeling. Error in forecasting, forecasting models evaluation
- **Other forecasting models. Sample applications.** Introduction to cause-and-effect based models, forecasting by analogy, heuristic methods. Sample models in economy forecasting methods using spreadsheet software.

**Assessment method:** exam

## **ECONOMICS PROBLEMS OF EUROPEAN INTEGRATION**

**Faculty:** Faculty of Management

**ECTS POINTS:** 4

**Number of hours:** 30

**Duration:** 1 semester

**Course type:** Tutorial

**Course description:**

- Definitions of European integration (integration on market level, on policy level)
- Basic models of integration
- Rationale and motives for European integration processes
- Customs union, basic notions, short- and long-term effects
- Elements of theory of common market
- Removing barriers on internal market
- Economic consequences of internal market programme
- Monetary integration
- European Monetary System
- Economic effects of joining the Monetary Union
- Implementation of economic and monetary union
- Integration in the area of policy (regional policy, employment policy, competition policy, agricultural policy, policy of socio-economic coherence)
- Consequences of integration with the EU for Polish SMEs – opportunities and threats.

**Assesment method:** final exam in a written form

## **INTERNATIONAL FINANCE**

**Faculty:** Faculty of Management

**ECTS POINTS:** 3

**Number of hours:** 30

**Duration:** 1 semester

**Course type:** Tutorial

**Course description:**

- Exchange rate. The essence and profile of exchange rate. Exchange rate classification. Exchange rate policy evolution.
- Currency market. Spot market. Forward market.
- Currency futures contracts: Contract accounting. Currency futures contracts and currency forward contracts.
- Currency options: Option valuation factors. Option valuation in the period of validation. Application of option in the international trade.
- Parity of option: Currency changeability limitation using options. Synthetic options constructions.

- Exchange rate, inflation and interest rate relationships: Purchasing parity. Real exchange rate. Interest rate parity.
- Currency risk: Conversion risk. Transaction risk. Economic risk. Currency risk limitation methods.
- International trade financing: Sources of capital. Cost of capital in international trade. International trade financing manners.

**Assessment method:** exam.

## **INTELLECTUAL PROPERTY – INDUSTRIAL PROPERTY**

**Faculty:** Faculty of Management

**ECTS POINTS:** 1

**Number of hours:** 15

**Duration:** 1 semester

**Course type:** Tutorial

**Course description:**

- The industrial property law: historical trait, Polish regulation, aims of the industrial property law, scope of the industrial property law.
- Types of solutions subject to protection: invention, utility model, industrial design, trademark, geographical indication.
- Types of granted laws: patent, national system of protection, European patent, international procedure of patent granting, regional procedure of patent granting, European Union procedure for the protection of industrial designs, European Union and international procedure for the protection of trademarks, other protection laws.
- Procedures of the Patent Office and the preparation of applications in practice.
- Institutions of the industrial property law: author, his rights and obligations, eligibility, patent attorney, Patent Office.
- Patent information: patent classification, patent information databases: Internet, Patent Office databases, others.
- Patent examinations: State-of-the Art examination, patentability examination, patent purity examination.
- Protection of author's personal rights: Act on author's law and related laws.

**Podstawa zaliczenia:** final exam in a written form