**Wykaz przedmiotów dostępnych dla studentów zagranicznych w roku akademickim na kierunku studiów Zarządzanie**

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| **Lp.** | **Kursy realizowane w języku angielskim (nazwa kursu w języku polskim i języku angielskim) - zakres proponowanych wykładów/konsultacji/projektów w języku angielskim)** | **Semestr realizacji** | **ECTS** |
| 1 | **Podstawy zarządzania - Bases of Managing** (Lecture, Consultation and Project)  1.       Aim and vision.  2.       Objectives and mission, tactical and operational objectives.  3.       Planning. SWOT analysis.  4.       Strategy-  implementing and developing strategy.  5.       Decision making.  6.       Business organisation, best practices in management. | 2 / Summer | 5 |
| 2 | **Marketing** (Lecture, Consultation and Project)  The definition of classic and modern marketing. The customer, his needs and preferences. The process of decision making . Market research and analysis from a marketing. Marketing-mix - a comprehensive marketing activities. The organization of marketing activities. Marketing planning product. Design marketing organization - factors affecting the price, method of pricing, price discrimination. Distribution policy (types and distribution channels) Promotion policy (promotion mix, the classic model of promotion) Marketing activities in different phases of the product life cycle The product from the marketing standpoint | 1 / Winter | 5 |
| 3 | **Mikroekonomia – Microeconomics** (Lecture, Consultation and Project)  Basic Definitions of Economics. The Production-Possibility Frontier.  The Elements of Supply and Demand. The Market Mechanism.  Elasticity of Demand and Supply.  Geometrical Analysis of Consumer Equilibrium.  Theory of Production and Marginal Products. Analysis of Costs.  Monopoly. Oligopoly. Monopolistic Competition. Perfect Competition. | 2 / Summer | 4 |
| 4 | **Informatyka w zarządzaniu - Computer sciences in management**  Consultation and Project | 3 / Winter | 3 |
| 5 | **Komputerowe wspomaganie zarządzania - Computer aided management systems**  Consultation and Project | 5 / Winter | 5 |
| 6 | **Zarządzanie jakością – Management of Quality** (Lecture, Consultation and Project)  Popular standards ISO: ISO 9000 Quality management, ISO 14000 Environmental management, ISO 22000 Food safety management | 1 / Winter | 5 |
| 7 | **Nauka o organizacji - Theory about the organization** (Lecture, Consultation and Project)  Corporate Social Responsibility (CSR) | 1 / Winter | 4 |
| 8 | **Socjologia – Sociology** (Lecture, Consultation and Project)  Culture and its role in social life.  A social group and social ties  The family as a social group and as a social institution.  The concept of the profession. Diversity of socio-professional. | 1 / Winter | 2 |
| 9 | **Polityka gospodarcza - Economic policy** (Lecture, Consultation and Project)  State in the economy - the main economic systems.  International economic relations.  Regional policy. | 4 / Summer | 3 |
| 10 | **Zarządzanie logistyczne – Logistic managing** (Grain simulation, Consultation and Project)  Grain simulation „Sales-route planning” – 3h | 5 / Winter | 4 |
| 12 | **Plany budżetowe i sprawozdawczość – Budget plans and the reporting** (Lecture, Consultation and Project)  Budgetary principles when planning the budget. | 5 / Winter | 4 |
| 13 | **Przedsiębiorczość i własny biznes – Entrepreneurship & Business** (Consultation and Project)  Business plan | 4 / Summer | 4 |
| 14 | **Finanse – Finances**  Consultation and Project | 2 / Summer | 4 |
| 15 | **Gospodarka UE i integracja gospodarcza / The European Union economy and European integration** | 6 / Summer | 3 |
| 16 | **Finanse publiczne i międzynarodowe / Public and international finances** | 6 / Summer | 3 |
| 17 | **Zarządzanie w sektorach: przedsiębiorstw, publicznym i pozarządowym / Strategic management in various sectors of the economy** | 1 MGR / Winter | 2 |