

Curriculum part 1

General characteristics of the studies	
Person managing the area (specialisation) of studies:	Institute of Economics
The area (specialisation) of studies <i>(name of the area (specialisation) must be adequate to the content of the curriculum, especially to the assumed learning outcomes)</i>	International Business
Level of education: <i>(Bachelor's degree, Master's degree, uniform Master's degree)</i>	Bachelor's degree
Educational profile: <i>(general-academic, practical)</i>	Practical
Form of studies: <i>(full-time studies, part-time studies)</i> Optionally, specific studies systems (e.g. remote, dual)	Full-time
Number of semesters:	6
Internships (total):	960 hours up to and including 6 semester
OHS training:	4 hours at the beginning of the first semester, implemented as part of the Working safety and ergonomics module
Number of ECTS points necessary to obtain qualifications corresponding to the level of studies	180
Total number of ECTS points obtained:	
during classes requiring direct participation of academic teachers or other persons conducting classes:	100
as part of classes in the field of humanities or social sciences:	131,5
as part of apprenticeships:	32,5
as part of practical training modules:	108
for classes conducted in a remote system (applies to studies in a remote system):	-
Percentage share of ECTS points for each discipline <i>(applies to the course assigned to more than one discipline):</i>	Economics and finance: >70%; Management and quality sciences: <30%
leading discipline: Economics and Finance	77% of the total number of ECTS points
discipline (disciplines): Management and quality sciences	23% of the total number of ECTS points
Total student workload (NPS)	4755
Professional title obtained by the graduate:	bachelor degree
Indication whether opinions of stakeholders were taken into account in the process of defining learning outcomes and in the process of preparing and improving the curriculum <i>(please specify the employers with whom agreements are concluded, meetings took place; how graduates are monitored, etc.)</i>	The learning outcomes and the curriculum were consulted with representatives of the Polish Economic Society, the Association of Entrepreneurs of Pomerania and Kujawy, the Sectoral Competence Council - Modern Business Services and managers of the international company: ATOS.
Prerequisites <i>(expected competencies of the candidate – especially in the case of Master's degree programmes)</i>	none
Area (speciality) - programme relation	Economics

Curriculum part 2

Area: **International Business**

Training modules with assumed learning outcomes

Training modules	Subjects (* - means a subject to select)	Assumed learning outcomes	Curriculum content to ensure achieving learning outcomes	Credit requirement	Number of ECTS	Methods of verifying the assumed learning outcomes achieved by the student
Canon subjects						
Selected issues from economics and business	Selected issues from economics and business	K_W01, K_W03, K_W04, K_W10, K_K01, K_K04	Selected elements of marketing; Selected elements concerning organisational culture of a company; Selected elements of economic analysis; Business plan using the LEAN Canvas method	Passing	1,5	Test on the remote learning platform, written works, teacher and peer assessment
Safety and ergonomics at work	OHS training	K_W05, K_W07, K_K03	Characteristics of the work protection system in Poland; Scope of OHS activity and definition of basic concepts in the field of OHS; Rules of fire protection and employer's obligations in this scope; Characteristics of fire safety requirements; Characteristics of main elements of environmental protection; Basic issues related to pollution; Characteristics of activities related to utilisation, recycling and biodegradation; Activities related to shaping of : the spatial structure of the work station, lighting and colours of the work environment; Elements of the system of control and supervision over legal OSH protection in workplaces	Passing	0	Tests on a remote learning platform
Basics of law and intellectual property protection	Basics of law and intellectual property protection	K_W05, K_W07, K_W09, K_K02, K_K04	The concept of law and its functions; Concepts, legal system and other normative systems; System of law and legal norm; Standards and legal regulations; Creation of law and hierarchy of legal sources; Application and interpretation of law; Characteristics of basic branches of law; Intellectual property and its place in the legal system; Copyrights and proprietary copyrights; Protection of industrial property; Utility models, industrial designs, trademarks; Topography of integrated circuits, rationalisation projects, geographical indications	Credit with a grade	1	Test on a remote learning platform
Modern technologies	Practical basics for remote learning	K_W06, K_K01, K_K02	Lifelong learning – pace of changes in the surrounding world, methods of professional self-improvement; Security of IT systems – logging in to WSG systems, elements of network security; working with the LMS system – places where information appears, sources of knowledge, methods of activation, methods of communication, ways of verifying learning outcomes	Passing	0	Tests, surveys, discussion on the forum
Key social competencies	Inclusive education	K_W05, K_U04, K_K05	Specificity of Polish and European culture against cultures of other countries and continents; Specificity of functioning of the academic culture in order to adapt students	Passing	0	Multimedia presentation on a given topic
Culture	Cultures of the World	K_W07, K_U01, K_U04, K_U13, K_K05	Basic issues in the field of cultural knowledge; discussion of representative cultural concepts; the 'history' of culture – presentation of selected concepts concerning the emergence of the cultural phenomenon; The concept of civilization; discussion of basic theories concerning the formation of civilization and the mutual relations between civilization and culture based on examples of selected world cultures; Cultural criticism; historical aspects of the approach 'culture and power' exemplified by postcolonialism. Relations, hegemonies, social inequalities in correlation to world cultures. Cultural diversity and their dynamics. The concept of 'cultural circle' and the axiological core and the concept of subculture; Determinants of cultural identity and defining its essence; ethnicity and nationality; Magic, ritual, and religion; Europe as a political, ideological, cultural 'concept' as well as a way of thinking – its static and dynamic nature. Other homogeneous, homeostatic, and heterogeneous cultural systems in terms of their expansion.	Passing	1	Substantive contribution to case analysis during the discussion of a case study; positive result on the final test; substantive contribution to a directed panel discussion; active participation in a game during classes; active participation in an educational game, correct formulation of conclusions during a directed debate.
	Regionalism	K_K05, K_W07, K_U04, K_U14, K_K02, K_K04, K_K05	Definitions of regionalism; regional identity; local identity; historical conditions of regionalist movements; the region as a basis for social and cultural identification; the social role of regionalists; historical conditions for the creation of regional and local cultural heritage; regional and local heritage in the creation of local tourism products; strengthening regional identity in the activities of local governments; selected issues from the history of the formation of Polish regions; regionalism in the cultural policy of the European Union; regionalism as the endogenous potential of the Kuyavian-Pomeranian Voivodeship; support systems for endogenous potentials in the context of the 1st Congress of Regionalists of Kuyavia and Pomerania.	Passing	2	Oral statements, including substantive contribution to discussions; written work – preparation for debate; analysis of information on a given topic – oral statement.

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Area: **International Business**

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Foreign language	Foreign language	K_U09, K_U10, K_U11, K_K01	<p>English: Employees, names of professions and positions; scope of activities and duties; business profile; description of products and services; vocabulary related to sale and purchase, services, expressions for making complaints; manufacturing process, stages; team building, relations between employees, relations with superiors; rules and principles; forms of employment, conduct of one's own business activity; first meetings and welcomes; telephone communication; creation of company logos and image; time management; meetings, telephone and video conferences; delegation of tasks and duties; professional experience, professional achievements, labour market; recruitment process, job interviews, career; advertising of products and services; technical specifications of a product; appearance and design of a product, utility objects and buildings; business outfit, clothes and fashion; appearance and clothing, adjectives describing character and personality, character traits useful at work; using various means of transport, commuting to work; description of a place of residence, big and attractive cities, life, problems and leisure time in a city; travelling, tourist information, business trips, accommodation, problems when travelling, in a hotel; excursions, sightseeing, orientation, tourist attractions; cultural heritage, intercultural communication, culture shock; cultural, entertainment, leisure and corporate events, fairs and exhibitions, events; working abroad; interests, vocabulary related to leisure activities; meals, eating habits, diets, preparing and ordering food and drinks, eating out; changes in lifestyle and work, their pace and impact on people, maintaining a work-life balance, being assertive; vocabulary related to discoveries and inventions; technological innovations and solutions, names of electronic devices and gadgets, vocabulary related to the use of electronic devices and the Internet, information and communication technology, social media, their use by companies, professional profile on social media; safety on the Internet; vocabulary relating to environmentally friendly behaviour, risks and protection of the environment, use of water, energy; money and finance, saving and spending money, financial settlements; describing trends, tendencies and changes, cause-effect relationships; describing graphs; public speaking, elements of a presentation, successful and unsuccessful presentations</p>	Credit with a grade	6	Written work Grammar test; Vocabulary test; Speaking; participation in discussions; role play; tasks to understand written texts; tasks to understand spoken texts; performing tasks in language modules on the learning platform
		<p>German: Celebrating with colleagues; What can you gift?; All planned well; New apartment; Where to put things?: wohin?; Where things are placed?: wo?; Learning to be ...; How did it happen?: narrating; Presentation of a company; Hotline-office; Customer service; Complaints; Services; Our order for you; We manage your building; Business travel to ...; Touring the city; In a hotel reception; Advertising article; Advertising; What is your offer?; Dresscode; Retraining and further education; Time for a meeting; Business meetings; Industries and products; Economic sectors; Work and health; Sick leave at work; Companies introduce themselves; What is the legal form? ; Leaving a message; Planning a trade fair; Trade fairs in Germany; Processing an order; Guarantee and warranty; Issuing a bill; Conflict in the team; Good interpersonal communication; Giving leave; Advising clients; Getting clients; Job offer; Job search; CV; Interview; Working time models; Employment contract; Trade in transition; Internal communication; Stock market and share price; Insurance system in Germany; New product and advertising strategies; When a project fails. : ways to resolve conflicts; My rights at work; Fighting or cooperating?; Communication routes; Transport calculations; Understanding international business conditions</p>	Credit with a grade	6		
		<p>Russian: Employees, names of professions and positions; scope of activities and duties; business profile; description of products and services; vocabulary related to sale and purchase, services, expressions for making complaints; forms of employment, conducting one's own business activity; first meetings and welcomes; telephone conversations; creating company logos and image; time management; meetings, telephone and video conferences; professional experience, professional achievements, labour market; recruitment process, interviews, professional career; human: external appearance, personality traits, emotions, health, family, social life, leisure time, food; human environment: home and equipment, city, countryside, school and work; entertainment and leisure: books, cinema, theatre, music, art, exhibitions, museums, media; travel: tourism, means of transport; sport and sporting disciplines; education; health: body parts, illnesses, medical insurance, visiting the doctor; work: job offers, recruitment, job interviews, job descriptions; shopping and services; foreign languages; information and communication technology; natural world: weather, natural disasters, environmental protection, fauna and flora; state and society: law and crime, social norms, social and economic problems.</p>	Credit with a grade	6		

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Area: **International Business**

Training modules with assumed learning outcomes

Training modules with assumed learning outcomes						
	Specialist foreign language	K_U09, K_U10, K_U11, K_K01	Basic logistics activities; Basic definitions in logistics; Logistics and logistics management; Supply Chain; Orders and deliveries; Equipment for loading of goods; Storage; Marking and loading of goods; Types and means of transport; Problems in transport; Freight traffic; Road signs; Basic terms related to road transport; Insurance, Numbers, regular and decimal fractions, Chart types, Description of changes and trends, Interpretation of data, Analysis of data - reading comprehension, Job positions, Main managerial roles, Marketing, Negotiations, Basic economics definitions, Setting up one's own company, Company performance, Financial market, Financial reports, Changes in the market	Passing	2	Tests on a remote learning platform
Physical education	108	K_U11, K_U12, K_K01	Team games; General development activities with basketball, volleyball, handball, football, nihockey elements; Fitness	Passing	0	Test; self-assessment, analysis, observation
Practical Philosophy	Ethics of artificial intelligence	K_W07, K_U02, K_U04, K_U07, K_U13, K_K01	Introduction, or everything we need to know at the beginning; Algorithms and how they guide our lives; Artificial Intelligence in pop culture; Moral dilemmas and thought experiments; Contemporary trends in AI ethics research; Man does not live by artificial intelligence alone; Emotions, humor, and machine consciousness.	Passing	1,5	Final online test
	Ethics	K_W05, K_W07, K_K03	Ethics as science; Teleologism in ethics; Moral standard; Individual as a source of morality; Conscience as a moral standard; Ethics against contemporary challenges	Credit with a grade	0,5	Work to obtain credit; a test
Flexible education	Introduction to scientific information	K_W06, K_W09, K_U11, K_K02	The concept of information and its application in science; Sources of scientific information; Catalogues and bibliographic databases; Scientific databases; Licensed online knowledge bases; Open repositories; Searching for information on the Internet; Use of thematic websites; Use of scientific search engines; Use of multi-search engines; Use of library information and search systems	Passing	1	Test on a remote learning platform
	Library Training	K_W06, K_K02	WSG information and library system; WSG Master Library (or branches) and its online collections; Online catalogues; Making collections available; Databases	Passing	0	Test on a remote learning platform
	4755	K_W05, K_U07, K_U11,	cardiopulmonary resuscitation (CPR) – algorithms of conduct; Injured party unconscious; Airway obstruction; Life threatening states related to nervous system. Symptoms and procedure; Diseases and emergencies requiring aid related to the respiratory system, cardiovascular system. Symptoms and procedure; frostbites, thermal burns, chemical burns, electric shock; wound types and dressing, haemorrhage; Injuries to the musculoskeletal system, head, spine; Procedure in various life threatening situations and in case of diseases. Symptoms and procedure	Passing	1	Test; tasks; observation of students' work during exercises, assessment and analysis of practical tasks performed
	Specialised IT systems	K_U03, K_U06, K_U11, K_K01	Work with digital maps, TMS and freight exchange programmes	Passing	1	Performing tasks individually
	Culture of the Polish language	K_U09, K_U10, K_K01, K_K02	Training of listening, speaking, reading and writing skills as part of everyday life and basic social contacts – establishing and maintaining contacts in formal and informal situations, providing information about oneself, shopping, using catering, transport and accommodation services, expressing basic needs in the above-mentioned situations.	Credit with a grade	4	Written control tests, oral answers verifying grammar and vocabulary knowledge; written works as part of homework, work on classes; brief written statements; homework, work on classes, written control tests verifying reading skills; self-assessment, observation; evaluation of activity and engagement in classes, observation of work in pairs or groups

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Training modules with assumed learning outcomes

Training modules with assumed learning outcomes						
Mathematics	K_W06, K_U01, K_U03, K_U07, K_U11, K_K01	<p>1st semester: Matrix (Matrix definition, notations, dimensions, operations, feasibility criteria, properties of operations. Row echelon form – definition, structure. Matrix usefulness in economic and social life; Operations on matrices, feasibility criteria, properties of operations; Row echelon form – getting the matrix to the row echelon form; Matrix usefulness in economic and social life – examples). Determinants: (Determination of matrix determinant, notation, criteria of existence, methods of calculation, properties of determinants. Invertible matrix - determination, notation, properties, methods of determination; Calculation of matrix determinants, criteria of existence, methods of calculation, properties of determinants; Calculation of Invertible matrix). Rank (Definition, notation, determination; Row echelon form rank) Linear equation systems (Matrix notation of linear equation system; Cramer's Rule - Kramer systems; Rouché–Capelli theorem - consistent, inconsistent and contradictory systems; Solving Cramer linear equation systems - Cramer formula method, invertible matrix method, Gaussian elimination method; Input–output model). Sequences (Definition, notation; Sequences in economics – compound interest, simple and compound discount, nominal and effective interest rate, flow of money; Limit of a sequence – definition, interpretation, properties, calculation methods; The number e – definition, use as a base of exponent, as a basis of logarithm; calculation of limits of sequences using the number e, use as a base of exponent and as a basis of logarithm). 2nd semester: The function of one variable (Functions occurring in economics – polynomials, exponential function, Törnquist function; Pareto distribution, logistic function – formulas, graphs, reading of graphs, properties; Limit of a function at a point; Continuity of function – definition, geometric interpretation). Derivative of a function of one variable (Determination, notation, geometric interpretation, criteria of existence; Elements of marginal accounting – marginal value, flexibility; Properties of a derivative – calculation of derivatives, derivative of a composed function; Use of a derivative to test monotony of a function; Local extremum of a function – determination, use of a derivative to determine the local extremum of a function; Global extremum of a function – definition, determination). Single indefinite integral (Definition, notation, properties; Methods of calculation of indefinite integral – method of substitution, method of integration by parts, integration of a rational function). Single definite integral: (Definition, notation, criteria of existence, properties; Methods of calculation; Use of single definite integral in economics – average value in economics, resource, profit from operation). Functions of many variables (definition, notation, Cartesian product, geometric interpretation; Partial derivatives – method of calculation; Extremum of functions of many variables – local and relative extremum). Double integral – calculation method, interpretation.</p>	Credit with a grade / Credit with a grade / Exam / Credit with a grade	8,5	written works, tests, participation in discussions, analysis of information on a given subject, performance of individual or group tasks, observation, performance of group tasks, exam	
Microeconomics	K_W01, K_W02, K_W03, K_U01, K_U02, K_U07, K_U09, K_K01	<p>Supply, demand: flexibility and application (Price flexibility of supply and demand; Application of price flexibility in important economic areas); Consumer demand and behaviour (Selection and usability theory, Substitute and income effect, Production and organisation, Production and marginal productivity theory); Analysis of production costs; Analysis of perfectly competitive markets; Imperfect competition and monopoly; Imperfect competition and oligopoly; Factors of production: land, capital and labour; Calculation of demand and supply flexibility; Optimum choice of a consumer; Importance of the consumer's budget constraint; Types and structure of costs in business and the business's total cost function; Calculation of marginal quantities (marginal productivity of capital, marginal productivity of labor, marginal product of labor, marginal product of capital); Determination of the business's cost and financial result and determination of the business's balance; Operation of the business under perfect competition and under monopoly conditions; The nature of market imperfections</p>	Exam / Credit with a grade	7	Test, written works, analysis of a selected problem, performance of tasks individually or in groups, discussion	

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Area: **International Business**

Training modules with assumed learning outcomes

Training modules with assumed learning outcomes						
Civil law	K_W05, K_W07, K_U04, K_K02	The concept of civil law (Place of civil law in the branch of law. Basic principles of civil law and their evolution. Systematics of civil law. Sources of Polish civil law; Use of civil law, its interpretation and issue of analogy (Concept and elements of civil-law relationship; Types of civil-law relations; Subjective right and its essence; Types of subjective rights, their acquisition and loss, exercise of subjective rights; Collisions and overlapping of subjective rights and their settlement); Natural and legal persons in the civil law system (Legal capacity of natural persons, its beginning and end; Capacity to enter into legal transactions and premises affecting its scope; Civil and personal status of a natural person; Personal rights of a natural person and their protection; Concept of a legal person and its types); Concept of a legal transaction and types of legal transactions (Content of legal transactions; Types of legal transactions, Elements of a legal transaction; Concept of a thing, component and ownership; Declaration of intent; Form of a legal transaction); Concept of a thing, component and ownership (Types of things: Immovable property and its types; Business, its definition and a farm; Property and its protection); Rights in rem (Ownership and limitations; Land and Mortgage Registers; Servitude; Mortgage; Pledge; Prescriptive acquisition and non-use; Co-ownership); Agreement of a legal transaction (Elements of agreements; Types of agreements; Parties to an agreements, Power of attorney; Down payment vs earnest money); Selected civil law agreements and their characteristics (Sales agreements; Long term lease agreement; Lease agreement; Loan agreement; Forwarding contract; Donation agreement; Lending agreement)	Exam	3	Test	
Descriptive statistics	K_W06, K_U01, K_U02, K_U03, K_U07, K_K01	Concept and method of statistics, sources of statistical data; empirical distribution of one variable and its characteristics (measurements of central tendency; measurements of dispersion; measurements of asymmetry; measurements of concentration); Time series and analysis of phenomenon dynamics (individual and aggregate indices, geometric mean, trend and seasonality); Causal and correlation relations; Analysis of correlation of two variables (correlation table; Chi-squared test, correlation coefficient: Chuprov, Yule, Pearson, Spearman; Construction of frequency distributions; Measures of central tendency; Measures of dispersion; Measures of asymmetry and concentration; Time series and analysis of phenomena dynamics; Analysis of interdependence of random variables	Exam / Credit with a grade	4	Test; Exam; Observation	
Macroeconomics basics	K_W01, K_W02, K_W03, K_W04, K_W06, K_W08, K_U01, K_U02, K_U07, K_K01	Introduction to macroeconomics (Resources, streams, aggregation rules; Circular economic traffic model; Economic drivers); Basic categories and macro concepts (National economy, Global supply and global demand, Categories: GDP, GNI, NNP, national income calculation method, Level of development, social welfare); Determinants of national income (Term and mechanism of equilibrium, Function of consumption and savings, Equilibrium in the simplified economic model, Equivalence of savings and planned investments, Multipliers, Equilibrium in the developed economic model); State budget (Term and functions of the state budget; Taxes as state budget revenue; State budget expenditure; Balanced budget multiplier; Automatic fiscal stabilisers; State budget deficit and public debt); Money (Origins of money and its functions; Factors determining the demand for money; Motives for keeping money; Money resources; Cost of having money); Money and credit system (Functions of banks; Money creation by banks. Money multiplier; Central Bank; concept and functions; Instruments to control the money supply; Commercial banks and the money supply; Factors influencing the money supply; Balance in the money market; Unemployment (labour market, demand and supply in the labour market, balance in the labour market; Unemployment types (voluntary, forced, natural, friction and structural, classical and cyclical); Unemployment causes; Social and individual costs and benefits of unemployment; Unemployment in Poland and selected countries; Tackling unemployment; State impact on the labour market); Inflation (Concept of inflation, measuring inflation; Causes of inflation - cost, demand and monetary; Socio-economic effects of inflation; Inflation and unemployment, Short-Run Phillips Curve; Long-Run Phillips Curve; Ways to tackle inflation); Economic growth (Concept of growth, growth rate; Single-factor and multi-factor growth models; Technical advancement); Business cycle (Definition of business cycle; Types of cyclical fluctuations; Theories of cyclical fluctuations); IS - LM model (Commodity and money market equilibrium in a closed economy; Fiscal and monetary policy in a closed economy)	Exam / Credit with a grade	7	Test, written works, analysis of a selected problem, performance of tasks individually or in groups, discussion	

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Area: **International Business**

Training modules with assumed learning outcomes

Training modules with assumed learning outcomes						
Basic subjects	Accounting basics	K_W02, K_W03, K_W06, K_W07, K_W10, K_U01, K_U02, K_U03, K_U04, K_K01, K_K02, K_K03, K_K04	Legal basis for accounting: IAS/IFRS, Accounting Act, National Accounting Standards, Accounting policy, issued by the entity's manager; Financial Accounting, Management Accounting, Tax Accounting; Accounting responsibilities; What does Accounting include in the light of the Accounting Act (Article 3); Overriding accounting principles; Main accounting product – financial statements of entities subject to audit by auditors, not audited and micro-businesses (specify the individual parts of the financial statements (balance sheet, P&L, etc.)); Balance sheet - definition, explanation of the various items in Assets and Liabilities; Statement of turnover and balances, the so-called trial balance; Accounts and rules for their functioning: balance sheet, profit and loss, adjusting, synthetic (so-called general accounts), analytical (so-called auxiliary accounts), off-balance sheet; Company Chart of Accounts - minimum layout for the preparation of the financial statements; Balance sheet accounts and their relationship to the balance sheet, the concept of account turnover and debit and credit balances ; P&L: costs by function, comparative variant - purpose of preparation, explanation of individual items in the P&L; Profit and loss accounts: cost and revenue, their relationship to the P&L comparative and costs by function variants; Costs classification; Cost, expense, outlay; Revenue classification; Accounting evidence; Inventory; What does the accounts consist of (Article 13.1 of the Accounting Act); 4 types of business operations and their impact on the balance sheet, starting from the establishment of the limited liability company [sp. z o.o.]; Overriding accounting principles; Preparation of the balance sheet on the basis of the statement of balances of the synthetic accounts present in the business; Accounting for intangible assets; Accounting for fixed assets and their write-off and depreciation (ONTE); Accounting for: short-term financial assets; Accounting for inventory differences; Accounting from the balance sheet to the balance sheet, including: statement of turnover and balances (at home in EXCEL), closing of accounts, preparation of the P&L.	Exam / Credit with a grade	5	Written works, tests, exams, project implementation report, oral statements; Participation in discussion, analysis of information on a given subject, projects, performance of individual or group tasks, etc.; self-assessment (oral/written), peer/teacher evaluation, observation, portfolio, case studies, etc.
	Management basics	K_W01, K_W03, K_W04, K_W10, K_U05, K_U08, K_U09, K_K03, K_K04	Evolution of views on management (Views of representatives of the classic method; Views of representatives of the behavioural method; Development of the quantitative method; Contemporary views on management; Management concepts and methods); Features and meaning of an organisation (Objectives of an organisation; Environment and resources of an organisation; Measures and criteria for assessing the effectiveness of activities; Analysis of the micro and macro environment of an organisation); Planning as a managerial function (Operational and strategic planning; Planning process; Types and features of plans; Plan development procedure; Strategies for managing organisations, SWOT analysis); Organising as a managerial function (Elements of organisation; Determinants of organisation; Typology of organisational structures; Delegation of managerial powers; Organisational procedures; Organisation of one's own work, Analysis of a selected organisational structure); Managerial decision-making process (Concept of decision, elements of decision-making; Typology of decisions; Rationality of managerial decisions; Cause and effect analysis; Information and communication process in decision-making; Decision-making techniques; Information technologies to support decisions in management); Motivation as a managerial function (Overview of motivation theories - needs theories, process theories; Wage and non-wage motivation factors); Management styles (Types of management styles - classical and situational approaches; Flexibility of management styles; Organisation of the manager's own work); Controlling as a managerial function (Process of controlling; Importance of controlling; Types of controlling; Control procedures - operational and strategic control; Relationship of planning and controlling); Organisational culture (Concept of organisational culture; Factors shaping culture; Levels of organisational culture; Types of culture and how to identify them)	Exam / Credit with a grade	3	Test, exam, case study, discussion, managerial tests, project development, teacher evaluation
	Econometrics	K_W04, K_W06, K_U02, K_U03, K_U06, K_K01, K_K02	Subject of econometrics. Basic econometric concepts (Subject of econometrics, links with other economic sciences. Causal relationships in economics. Econometric model concept. Classification of econometric models. Records: in the form of a regression equation and a matrix linear econometric model. exponent and exponential models.); Stages of econometric model construction (Selection of explanatory variables for the model. A priori and a posteriori methods. Selection of the analytical form of the model); Linear single equation econometric model (The classical least squares method as a tool for estimating structural parameters and stochastic structure parameters of a model. Consequences of failure to meet the Classical least squares method assumptions); Elements of statistical and economic model verification (Selected model matching indicators and statistical tests); Forecasting on the basis of a single equation econometric model (Classic econometric prediction. Forecasting based on a linear trend model); essence, purpose, subject of operational research (Line programming issue. Primary and dual programme, interpretation of decision variables and model parameters. Economic applications); Graphic method in solving simple PL issues; essence and steps of the simplex method;	Exam / Credit with a grade	4	Test, exam to obtain credit

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Area: **International Business**

Training modules with assumed learning outcomes

Training modules with assumed learning outcomes						
	Finance	K_W01, K_W03, K_W07, K_W10, K_U01, K_U02, K_U07, K_K04	Finance basics (Concept and general characteristics of finance. Finance functions; Description of the financial system. Typology of financial systems; Finance vs. other sciences; Modern money characteristics; Banking basics. Functions of the central bank and commercial banks; Social security system and pension system in Poland; concept of financial market. Basis of functioning and segments of the market; fiscal policy; corporate finance – introduction; Measurement of financial condition of banks; Social security – documentation of settlements with the Social Insurance Institution [ZUS], electronic administration, examples of settlements; Types of taxes, tax declarations – examples); Public finance (State budget construction rules; Elements of the budget revenue; Sources of income of the state budget; Sources of income of local government units; Types of state budget expenditure; Types of expenditure of local government units; Analysis of a sample budget of an administrative unit; Differences between finances of the state and budgets of local government units; Classification of income and expenditures of state finances and income and expenditures of local government units); Financial markets (Classification of financial markets; Financial instruments and their valuation; Participants of financial markets; Forms of financing (credits, leasing, factoring, securities); Segments of the financial market - money market, currency market, pension market, insurance market, investment funds, capital market; Capital market models for the valuation of instrument profitability; Investment portfolio management methods; Measures of stock market efficiency); Basics of corporate finance (Corporate financial management (financial decisions, investment decisions, structure and cost of capital, management and financing of current assets, financing of corporate innovation activities, control versus ownership in a company); Merchant credit policy (management of the company's receivables and payables, short-term financing, financial responsibility of the company in contractual relationships); Financial modelling (models supporting investment decisions, financial planning models) - introduction to budgeting; Tax systems (reactions of businesses and households to taxation, tax strategies of companies and groups, customs and the customs system, tax systems and their harmonisation); Income and cost budgeting; Financial planning based on balance sheet, profit and loss account, cash-flow; KPI analysis; BEP determination; Balanced Scorecard).	Exam / Credit with a grade	6,5	Test, written works, exam, discussion
	Marketing	K_W01, K_W03, K_W04, K_W10, K_U02, K_U07, K_U12, K_K04	The concept and elements of marketing (Marketing definition; Marketing concept – mix; Marketing as a social and management process; Marketing functions; Traditional and modern marketing); Market segmentation and typology (Buyer behaviour, Purchase process, Segments and market niches, Segmentation criteria and target market selection); Product strategy (Product concept; Classification of products; Structure of a product; Product life cycle; Product portfolio management; Brand; Packaging); Distribution strategy (Concept and functions of distribution; Types and principles of shaping distribution channels; Physical distribution of goods; Decisions made in distribution channels); Pricing strategy (Price decision components; Price calculation methods; Price policy; Possibility to use prices at active marketing factors); Promotion strategy (Promotion - mix; Advertising; Personal selling; Sales promotions; Public relations; Rules for creating a promotional campaign); Partner marketing (Basic principles of partner marketing; Establishing and maintaining lasting relations with clients and other participant of the environment; CRM strategies); Identification of the organisation's marketing orientation; Segmentation - identifying segments and market niches; Marketing programme analysis - product concept of price, distribution, promotion, service marketing;	Exam / Credit with a grade	3	Test; analysis of information on a given subject, case study, participation in discussions
	Basics of logistics	K_W04, K_W08, K_W10, K_U01, K_U02, K_K01	Basic concepts; Logistic processes; Systematic approach to logistics; Logistics system in the cycle of rational operation; Logistics infrastructure of a business; Material needs planning; Material stream optimisation methods; Logistic costs; Outline of logistics systems modelling methodology; Logistic handling of workstations; Logistics system tasks; Logistics planning; Defining logistics system requirements; Supply chain modelling; Information on logistics management; Computerisation of logistics processes; Automatic identification in logistics; Use of IT technologies in logistics relations management; Transport as a logistic process	Exam / Credit with a grade	3,5	Test, exam, case study, analysis of information on a given subject; performance of tasks individually or in groups

Curriculum part 2

Area: **International Business**

Training modules with assumed learning outcomes

Programme and area subjects						
Module: Programme subjects	Social policy	K_W05, K_W08, K_K05	Social policy origins (beginnings of social policy, social policy in inter-war Poland, social policy in Poland after the Second World War); Social policy doctrines and models (liberal doctrine, social teachings of the church, socio-democratic doctrine, marxist doctrine, selected social policy models); Objectives, scope and measures of social policy (different perceptions of the objective of social policy, scope of social policy, measures of social policy, active and passive policy, limitations of passive policy, place of social policy in the system of sciences, Economic conditions and results of social policy); Social policy subjects (typology of social policy subjects, national social policy subjects (state subjects and non-governmental organisations and their role), international social policy subjects); Social exclusion (sources, methods of counteraction); Quality of life, living conditions of people (concept of quality of life, life style and standard of living, their components and methods of measurement, degree of satisfaction of the needs of the Polish people, social minimum, living wage, poverty zone and ways to reduce it, social standards); Social problems of employment, unemployment and human resources development. Vocational education (concept and forms of occupational activity, employment functions, labour market and its functions, concept and types of unemployment, effects of unemployment, unemployment research and labour market situation measurement, concept of human capital and activities for its development, vocational education system in Poland); Social problems of work protection (concept and scope of work protection, legal basis of work protection, discussion of individual elements of the work protection system, working conditions in Poland); Working time and time off in social policy (concept of working time and time off and its functions, time budget, factors determining the working time, shortening of working time in the world and in Poland); Concept, scope and techniques of social security; Health protection (the concept of health and health protection, measurement of the state of health of society, health determinants, health protection infrastructure, organisation and financing of health protection, health insurance); Social insurance (the concept and scope of social insurance, various system solutions, pension and disability insurance, sickness insurance, accident insurance); Social assistance (origins of social assistance, concept and scope of social assistance, organisation of social assistance in Poland); Other social security benefits (origins of family benefits; types of family benefits, terms for their payment, organisation and financing); Social pathology (concept and scope of social pathology, prevention methods).	Credit with a grade	1,5	oral statements (including substantive contributions to discussions, debates), text interpretation, test, tasks, analysis of information on a given subject, self-assessment, group work
	Economic analysis	K_W02, K_W06, K_W10, K_U01, K_U02, K_U03, K_U07, K_K01	Economic analysis methods; Analysis of balance sheet and profit and loss account dynamics and structure; Cash flow analysis; Financial liquidity and debt analysis; Asset management efficiency analysis; Profitability analysis. Synthetic assessment of the financial result; Factor analysis of the financial result; Du Pont Model; Fixed asset management analysis; Break-even and operational support analysis.	Exam / Credit with a grade	5	Test, performance of tasks individually, written works, homework, case study
	International economic relations	K_W02, K_W03, K_W08, K_K01	The scope and concept of international economic relations; International economic relationship as a science; Contemporary international trade; Classical and neoclassical international trade theories; Size, structure, dynamics of modern international trade; Importance of equipment for production factors (Heckscher–Ohlin theorem; Factor price alignment; Stolper–Samuelson theorem); Alternative theories of international trade (Economies of scale versus international trade; Concepts of imitation lag, product life cycle; Concept of overlapping demand); Effects of economic growth on international trade; Terms of trade; Sources of economic growth; International capital flows; International workforce flows; Concept, mechanism of operation and economic effects of customs duties; Effects and mechanisms of export restrictions and other non-tariff barriers; Free trade and protectionism (Traditional and contemporary arguments for protectionism; International trade and environmental protection); International trade policy (International cartels; Concept, mechanism of formation and effects of economic integration); Concept and structure and balance of payments; Concept of exchange rate and foreign exchange market; Mechanism of operation of the foreign exchange market; Types of transactions in the international foreign exchange market; Factors determining the level of the exchange rate; Purchasing power parity; Price, income and monetary adjustment mechanism; Causes, tools and constraints of adjustment policies; History of the international monetary system; Contemporary monetary system; Debt crisis and possible solutions (Scale of the debt problem; Causes of global debt; Threats of debt; Possible solutions to the debt crisis); Globalisation - concept, benefits and threats;	Exam	2	Case study analysis individually and in groups; Test

Curriculum part 2

Area: **International Business**

Training modules with assumed learning outcomes

	Economics of European integration	K_W02, K_W03, K_W04, K_K01, K_K05	Origins and development of the idea of European unity (Integration - definition; The Benelux Union; The European Coal and Steel Community; The European Defence Community; The Western European Union; The European Economic Community; The European Atomic Energy Community (EURATOM); The Single European Act ; Poland in the process of integration); Institutions of the European Union (European Council; European Parliament; European Commission; European Court of Justice; Court of Auditors; Tasks, roles of individual institutions); Law of the European Union (Primary law (statutory, constitutional), secondary law, international agreements; Principles of law ; Copenhagen Criteria ; Convergence criteria) ; Euro (Eurozone, Eurosystem, European Central Bank, European System of Central Banks ; Coins/ banknotes ; Entry process ; Profit and loss account); Budget (Objective; Multiannual financial framework; Revenue; Expenditure; Budgetary principles; New budget perspective 2020); Regional, structural, cohesion policy (Definitions; Principles; Objectives; Structural funds); Europe 2020 (Lisbon strategy and Europe 2020; Priorities; Overarching objectives; Flagship initiatives: Innovation Union, Youth on the Move, Digital Agenda for Europe, Resource Efficient Europe, Industrial Policy for the Globalisation era, New Skills and Jobs Programme, European platform against poverty)	Credit with a grade	2	Test, discussion
	Economic policy	K_W02, K_W04, K_W05, K_W08, K_K04, K_K05	Economic policy concepts and definitions (Economic policy as science, economic growth and social development, economic systems, macroeconomic optimum) ; Economic policy objectives and interdependencies (Economic policy standards, price stability and GDP stability, Philips curve and its modifications); Monetary and exchange rate policy (Sustainable and adaptive monetary policy; Monetary policy in inflation conditions; Exchange rate policy. Common currency areas); Fiscal policy (allocation, redistributive and stabilisation policy, Active and passive budget policy, budget deficits, public debts); Economic policy in a globalised environment (Globalisation of financial markets and real economies, Network economy)	Credit with a grade	2	Written work Participation in the discussion Self-assessment
	Regional economy	K_W02, K_W03, K_W08, K_K01, K_K05	Basic concepts in the field of regional economy (Management at the level of the region, Meso-economics rationality, Region: regional development, Low and High Strategies); Regionalisation versus globalisation (endogenous development (regional, local) and the concept of "growth poles", Globalisation as a drive of "growth poles", Global capitalism mechanism and the chances of achieving socio-economic objectives at the level of the region (local arrangement)); Regional development dilemmas (Factors and barriers of regional and local development, Regional development features. Regional regression symptoms (proper lecture)); Regional policy subjects. Regional policy objectives, principles and instruments (Public goods issue; Regional (Local) policy subjects and their classification. Regional policy objectives and principles; instruments and tools of regional and local policy); Experience and practice of highly developed countries in the field of regional policy (Adaptation and innovation policy, Interregional and intraregional policy); Financial basis of local government activity in Poland (Budgetary economy of local government units; Income and expenditure of local government units; Budgetary balance, debt of local government units)	Credit with a grade	2	Test, written works, participation in the discussion
Module: Business activities	Finance in multinational companies	K_W03, K_W04, K_U01, K_U03, K_K01	data analysis; assessment of the financial condition of businesses; short-term strategy for business financing; long-term strategy for business financing; sources of financing project proposals	Exam / Credit with a grade	5,5	test
	Business plan	K_U01, K_U05, K_U08, K_U09, K_K04	Objective, scope and levels of the business plan; Defining the business plan objective; Determining the core business plan segments; Determining the sources of financing; Determining the technological and demographic market environment; Forecasting revenues, costs and results of the business plan project; Controlling assumptions for the implementation of the business project (cost controlling, revenue controlling, result controlling, innovation intentions)	Credit with a grade	2,5	Preparation of the business plan
	Corporate Social Responsibility	K_W03, K_W05, K_W07, K_W10, K_K03, K_K05	Evolution of management views: views of representatives of a classic method, views of representatives of a behavioural method, development of a quantitative method, contemporary views on management, concepts and methods of management; Organisation objectives and types: business and social objectives of the organisation, CSR as an objective of the business, organisation environment, profit and non-profit organisations, measures and criteria for assessing the effectiveness of activities; types of socially responsible undertakings: charity, safe and useful products, development of employees, environmental protection; Communicating corporate social responsibility: corporate image and identity, forms of public relations and publicity, social responsibility reporting; Organisational culture: concept of organisational culture, factors shaping culture, levels of organisational culture, types of culture and ways to identify them; changing organisational culture.	Credit with a grade	2	Analysis of information on a given topic (literature studies). Corporate social responsibility study report.

Curriculum part 2

Area: **International Business**

Training modules with assumed learning outcomes

	Consumer behaviour	K_W05, K_W10, K_U05, K_U07, K_U12, K_K03, K_K04	Basic issues related to consumption, consumer, consumer behaviour, functions and regularity of consumption development; Classification of consumption; Consumption in economic theory; Characteristics of selected models of consumer behaviour on the international market; Measures of consumption measurement and their classification; Rationality and irrationality of consumer behaviour; Role of international marketing research in determining consumer behaviour and attitudes in the global context; Segmentation analysis on the international market, segmentation criteria; Trends in consumer behaviour on international markets; Consumerism and consumer education	Credit with a grade / Credit with a grade	4	test
	Brand management	K_W02, K_W03, K_W05, K_W10, K_U02, K_U04, K_U05, K_K01, K_K04	Strategies in the brand management process; Brand value; building a strong brand: four steps in brand building; brand positioning; identifying and establishing brand position: selecting brand elements in building its value; criteria for selecting brand elements; designing marketing programs in brand value building;	Credit with a grade / Credit with a grade	4,5	projects, test
Module: International trade	Foreign trade transactions	K_W02, K_W03, K_W08, K_U01, K_U03, K_U04, K_K01, K_K03	Characteristics of a commercial transaction: essence and phases of commercial transaction, course of export transaction, course of import transaction; Foreign trade legal basis: Vienna Convention, Community law, international customs concerning transport, insurance and settlement; Commercial contract: essence and types of commercial contracts, fixed and variable clauses of commercial contract; Preparing and drafting of commercial contract: negotiation of commercial contract terms, trade offer functions, drawing up the terms of a commercial contract; Settlement of commercial transaction: financial documents, unconditional forms of payment (direct debit, cheque), conditional forms of payment (documentary collection, documentary credit); Commercial documentation: types of commercial documents; functions and uses of documents; rules for completing commercial documents	Credit with a grade / Credit with a grade	3,5	Commercial contract project, Test
Module: Transport and logistics	Global supply chain management	K_W03, K_W04, K_W08, K_U01, K_U02, K_U05, K_K01, K_K03, K_K04	Analysis of concepts related to: strategic management, transport chains, supply/logistics chains; Supply chain analysis taking into account organisational, technical, time, spatial aspects; Transport process management on the example of selected supply chains; Discussing selected logistics strategies used in logistics chains; Strategic management in concepts of development of new or existing logistics chains; Supply chain analysis taking into account organisational, technical, time and spatial aspects; Analysis of selected global and European supply chains; Management of transport process on the example of selected supply chains: Analysis of selected logistics strategies used in supply chains, including: Just in Time (JiT), Vendor Managed Inventory (VMI), Efficient Consumer Response (ECR), Supply Chain Management (SCM); Analysis and examples of IT systems used in supply chains.	Credit with a grade / Credit with a grade	4	test, presentation, project
	Transport and international logistics	K_W02, K_W04, K_U01, K_U05, K_K01, K_K04	transport in international trade - basic issues; characteristics of transport modes; transport documents; costs in transport branches; transport markets; forwarding in international transport; logistics centres; logistics services	Credit with a grade / Credit with a grade	4,5	test, project
	International Corporations	K_W03, K_W08, K_K03, K_K04	Key foreign finance issues such as the International Monetary System and the functioning of international financial markets; the characteristics of major international financial institutions; credit rating agencies and their role in the functioning of international financial markets; financial instruments in the money and capital markets;	Credit with a grade	2,5	test, project
	International negotiations	K_U05, K_U07, K_U12, K_K01	Negotiations - introductory information; Game theory in negotiations; Elements of the communication process in negotiation; Verbal and non-verbal communication; Manipulations in negotiations and interpersonal interaction mechanisms; Negotiation styles and strategies; Negotiation techniques; Negotiation stages; Members of the negotiation group and their roles in the negotiation process; features of a good negotiator vs. the myth of the good negotiator; simulations and educational games - negotiator training	Credit with a grade	2	oral statement
	International financial markets and banking	K_W02, K_W03, K_W04, K_W10, K_K01	Corporate finance; financial markets, securities and derivatives; monetary policy and the role of central banks; modern concept of banking and finance	Credit with a grade	2,5	test

Curriculum part 2

Area: **International Business**

Training modules with assumed learning outcomes

Training modules with assumed learning outcomes						
Module: Businesses on international markets	Common European market	K_W03, K_W04, K_K01	Historical aspects of the common market in Europe; geographic aspects of the common European market; political aspects of the common European market; common services market; common labour market; common traditional and electronic media market	Credit with a grade	2	Round table discussion
	Foreign direct investment	K_W02, K_W03, K_W04, K_U01, K_U02, K_U03, K_K03	definition and analysis of foreign direct investment; factors affecting direct investment; impact of foreign direct investment on economic development; methods of evaluation of foreign direct investment projects	Credit with a grade / Credit with a grade	3,5	test
	Global sustainable development	K_W05, K_W07, K_W10, K_U04, K_U05, K_U07, K_K03, K_K05	the impact of globalisation on social and economic balance; globalisation and remuneration, environment, labour market; the role of the free market and privatisation; globalisation and international crises	Credit with a grade / Credit with a grade	3,5	project, discussion, debate
Module: Law	Law in business	K_W03, K_W06, K_K02, K_K03	Introduction to the legal system; Legal basis of business; Concept of an entrepreneur, business activity; Controlling in a company; Optimisation in a company; Essence of internal acts systems in a company; IT in company management Protection of intellectual property in a company.	Credit with a grade	3	written works, tests, oral statements (including substantive contributions to discussions, debates, simulations); business simulations, problem solving
Module: Practical classes increasing skills and competences	Elective classes I-III	K_W03, K_W05, K_U01, K_U02, K_U05, K_U11, K_K01	Elective classes are chosen by the student in a specific semester in accordance with the curriculum. This class, depending on the topic chosen by the student, aims to expand their competences during the workshops. The proposed topics of classes concern general economic issues or specific issues related to a specific area of study. Proposals are made after consulting with students their areas of interest during the first year of studying.	Credit with a grade	7	Performing tasks individually or in groups, participating in discussions
	Expert classes	K_W02, K_W03, K_U02, K_U05, K_U11, K_K02	Expert classes are classes conducted by experts-practitioners. Topics of classes are assigned based on current economic events, trends in management and finance sciences.	Credit with a grade	3	Performing tasks individually or in groups, participating in discussions
	Spreadsheets	K_U03, K_U06, K_K01	Principles of entering and editing data in the spreadsheet, creating formulas, basic functions of data aggregation; Use and application of spreadsheets in the practice of an economist - tasks	Credit with a grade	2	Performing tasks individually
Internships	Internship "Employee competencies"	K_W03, K_W05, K_W07, K_U04, K_U05, K_U07, K_U08, K_U12, K_K01, K_K03	OHS, Company structure, Electropoint example, Communication in the company, Social competence; CV; Interview; Internship according to the guidelines of the internship program	Credit	11	Tests, Internship Form, Questionnaires
	Industry internship	K_W03, K_W07, K_U01, K_U02, K_U05, K_U08, K_U09, K_U12, K_K03, K_K05	Completion of the internship in accordance with the guidelines in the internship programme	Credit	21,5	Internship Form, Questionnaires, Project tasks

Curriculum part 2

Area: **International Business**

Training modules with assumed learning outcomes

Training modules with assumed learning outcomes						
Diploma process	Preparation for the diploma examination	K_W06, K_W09, K_W10, K_U01, K_U02, K_U03, K_U05, K_U07, K_U09, K_U11, K_K01, K_K05	<ol style="list-style-type: none"> 1. Discussion of formal and substantive requirements to be met by the diploma thesis, including guidelines and recommendations developed for student graduating from WSG in Bydgoszcz. 2. Drawing attention to the criteria taken into account in the evaluation of the thesis, such as: compliance of the subject with the content; layout and structure of the thesis, completeness of theses; methodological correctness (achieving objectives, verification of hypotheses, logical manner of reasoning and formulating conclusions); elements of novelty; selection and use of literature and other sources and ethical aspects related thereto; formal side: linguistic correctness, writing technique, tables, charts, footnotes, lists, etc. 3. Defining the schedule of works related to preparation of the methodological concept of research and work plan and implementation of subsequent stages of preparation of the parts of the thesis (theoretical and research). 4. Defining methodological assumptions: subject, problem and time scope of the research, research objectives and hypotheses, as well as research methods, nature of data sources, etc., 5. Discussing methodological assumptions in relation to the planned works. Principles for building the structure of a thesis, its components and sequence, division into chapters, sub-chapters and clauses – in general and for specific theses. 6. Developing draft work plans. 7. Rules for collecting research materials and studying literature. Exploring, selecting and critically analysing materials for suitability to achieve research objectives. 8. Collecting and organising information in problem groups in accordance with the adopted methodological assumptions (scopes) and work plan. 9. Developing theoretical part of the works and presentation of conclusions resulting from them 10. Verification and detailing of the work plan after the first phase of the literature study and carrying out the planned own research. 11. Reminding of the basic groups of research methods and techniques. 12. Development and presentation of research results and conclusions resulting therefrom; discussion and possible correction of substantive and formal errors. 13. Development of the research part of the thesis. 	Credit with a grade	2	Submitting and discussing the thesis plan, Discussion
	Diploma project	K_W02, K_W03, K_W04, K_W09, K_U01, K_U02, K_U03, K_U05, K_U07, K_U09, K_K01, K_K02, K_K03, K_K04	Principles of academic writing (selection and formulation of the topic of the thesis, linguistic correctness and style of the paper); Formal and substantive content of the thesis (analysis of the literature on the research problem, analysis of the existing state of knowledge on the topic, methodological basis of own research); Planning the schedule for writing the thesis; The process of writing an academic thesis; Verification of the thesis in terms of editorial and technical requirements.	Credit with a grade	4	Submitting and obtaining approval of the diploma project