

Title:	EMERGING ECONOMIES IN INTERNATIONAL BUSINESS
Lecture hours:	15h (lecturers) + 15h (tutorials)
Study period:	Spring semester
Level:	Bachelor
Location:	Wrocław
Examination:	Projects prepared by students+written/oral examination
Language:	English
Prerequisites:	Principles of economics and international economics
Course content:	<p>Topic 1: Overview of the course and methods of analysis</p> <p>Topic 2: China as emerging economy</p> <p>Topic 3: Latest development of India</p> <p>Topic 4: South American economies</p> <p>Topic 5: Emerging Africa</p> <p>Topic 6: Central and East European countries</p> <p>Topic 7: Multinationals from emerging countries</p> <p>Each topic consists of lectures and tutorials, when case studies will be analyzed.</p>
Learning outcomes:	<p>The aim of the course is to develop understanding of emerging and transition economies, the economic performance, prospects and problems of these countries. Upon successful completion student should demonstrate the skills to carry out assessments of enterprises and countries in transition. Students should also understand the relationships between development, policies and globalization.</p>
Contact person:	Dr Artur Klimek (artur.klimek@ue.wroc.pl)
Literature:	<p>Emerging multinationals in emerging markets, R. Ramamurti (ed.), Cambridge University Press, 2009</p> <p>Handbook of economic growth, P. Aghion, S. Durlauf, North Holland, Elsevier, 2005</p> <p>International Economics, T.A. Pugel, The McGraw-Hill Companies, 2009</p> <p>Additional sources: OECD, World Bank, United Nations, various academic journals</p>
Faculty:	All students

Title:	INTERNATIONAL BUSINESS
Lecture hours:	30h (lecturers) + 30h (tutorials)
Study period:	Winter semester
Level:	Bachelor
Location:	Wrocław
Examination:	Projects prepared by students+ written/oral examination
Language:	English
Prerequisites:	Principles of economics
Course content:	<p>Topic 1: International Business Nature Topic 2: International Trade and Business Topic 3: Trade policy Topic 4: World Financial System Topic 5: Multinational Corporations Topic 6: Emerging Multinational Corporations Topic 7: International Market Entry Modes Topic 8: Country Evaluation and Selection Topic 9: Managing International Operations Topic 10: Global Sourcing and Production Topic 10: Ethics of International Business</p> <p>Each topic consists of lectures and tutorials, when case studies will be analyzed.</p>
Learning outcomes:	<p>The module will allow students to develop their understanding of international business. Thanks to the course students will identify the crucial factors of international environment like financial systems, entry barriers and risk assessment, which affect firms in their markets, acquisition of materials or labour supply in various parts of the world.</p> <p>After completing the module students should achieve competence to work individually with international business issues.</p>
Contact person:	Dr Artur Klimek (artur.klimek@ue.wroc.pl)
Literature:	<p>International Business: The Challenge of Global Competition/Donald Ball (et. al), 12th ed, McGraw-Hill Companies, 2010</p> <p>International business : global competition from a European perspective / Andrew Harrison, Ertugrul Dalkiran, Ena Elsey. - Oxford: Oxford University Press, 2000</p> <p>International business / Michael R. Czinkota, Ilkka A. Ronkainen, Michael K. Moffett. - 3rd ed. - Fort Worth, TX : Dryden Press, 1994.</p> <p>Students should also monitor current issues in international business by reading The Financial Times and The Economist</p>
Faculty:	All students

Title:	Fundamentals of Quantitative Methods
Lecture hours:	30 h lectures + 15 h workshops + 30 h laboratories
Study period:	Winter semester
Level:	bachelor
Location:	Wrocław
Examination:	Written exam
Language:	English
Prerequisites:	Mathematics at a secondary school level
Course content:	<ol style="list-style-type: none"> 1. Linear algebra (operations with matrices, some examples of special matrices, determinant of the matrix). 2. Linear algebra (inverse of a square matrix, linear equations, Cramer's rule, a macroeconomic application of matrix). 3. Series of numbers. Limit of the sequence and limit of the function. 4. Functions of one variable (basic informations about functions, functions in economy, derivative of the function) 5. Functions of one variables (increasing function, decreasing function, relative maxima and minima – extreme of the function, the second derivative, applying in economy) 6. Integrals (definitions, formulas, integrals of basic functions) 7. Indefinite integrals (definition, integration by parts, integration by substitution) 8. Definite integrals (definition, integration by parts, integration by substitution, economic applications of integrals). 9. Types of statistical applications in business (descriptive statistics, sampling, inferential statistics). Fundamental elements of statistics (population, variable, sample). Numerical measures of central tendency (mean, mode, median). 10. Numerical measures of variability (range, sample variance, standard deviation). Measures of distributional shape (skewness, kurtosis). Chebyschew's Rule and Empirical Rule 11. Numerical measures of relative standing (percentile, quartile, box plot). 12. Detecting outliers. 13. Cross-tabulations and scatter diagrams. 14. Measures of association between two variables (Covariance and correlation - Pearson's correlation coefficient, Spearman's rank correlation coefficient) 15. Time series analysis (index numbers, time series components, seasonal plot) 16. Weighted mean and working with grouped data.
Learning outcomes:	Student is able to design and run easy statistical research for managerial decisions (formulates goals, data, methods and interprets results); Is able to solve easy optimization problems; Use Excel to ran statistical analysis; Presents findings to the audience in comprehensive manner
Contact person:	Aleksandra Szpulak, aleksandra.szpulak@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. Statistics for Business and Economics, Anderson, Sweeney, Williams, et al., Cengage Learning 2. Mathematics, Z. Michna, Wrocław 2008
Faculty:	all

Title:	INTERNATIONALIZATION OF NETWORK ECONOMY
Lecture hours:	30
Study period:	Sem. VI
Level:	Bachelor
Location:	Wrocław
Examination:	On mark-final write-up (50%) and case study (50%). Activating methods: simulation, evaluation, benchmarking, foresight method, brain storm method.
Language:	English
Prerequisites:	<p>Titles of prior courses whose successful completion is required to enter the course: To feel comfortable in this class having previously taken a course in undergraduate (Basics of/Introduction to) Economic Policy and/or Political and Economic Geography would be helpful but not to the point of being mandatory. Student's knowledge and skills required for entry:</p> <ol style="list-style-type: none"> 1. Good command of English 2. The material in this class will be relatively self-contained. However, if students are behind the curve in terms of basic undergraduate preparation in Political and Economic Geography and/or Economic Policy, it is their responsibility to make up for the basic knowledge on network economy in international territorial units that will be assumed throughout this class. If such is a case, students are highly encouraged to seek at the course beginning advice from the instructor as to how best to cope with this requirement.
Course content:	<p>The purpose of the lecture is presentation problems of network economy's functioning on all three-dimensional (spatial) levels, it means from enterprise and city for multinational corporations and global economy. There are identified sources of new relations' creation in spatial economic development on background of modern trends and processes occurring in world economy (for example globalization). Then it is performed characteristic of directions, scale and structure of transformations caused by horizontal network connections. Topics:</p> <ol style="list-style-type: none"> 1. Basic features and trends in world economy. Globalization, internationalization, regionalization. 2. Glocalization as an indigenization of globalization. 2. Identification of sources and reasons of creation new relations in world-wide economy (definition and forms of spatial economic networks). 3. Periodicity and corrugating of modern economy in context of economic growth's theory of W. Rostow, J. Schumpeter and N.D. Kondratiew. 4. Learning process in inclusive and smart economy. 5. New rules of new economy as example of paradigms' evolution of space's social and economic development. 6. Models of fordizm and toyotizm. 7. Features of network society and conditions of its efficiency. 8. Clusters' conception. 9. Creative metropolises as knots in international economic networks. <p>Methods: Information lecture with using audiovisual technique (multimedia projector, handouts and slides prepared for classes by an instructor) .</p>
Learning outcomes:	<p>Cognitive goals (Knowledge): Cognition of basic terms within science of international relations (competitive and complementary theories of world policy), their global and regional scope. Identification of basic determinants of network economy's development and changeability of these factors. Character and attributes of participants (actors) of learning economy. Knowledge about principles of effective analysis of directions, dynamics and stages of processes of internationalization of network economy, in particular on a lower resilience basis.</p> <p>Skills demonstrated: Acquisition of ability of common analyzes of individual phenomena and processes occurring in the network economy presented within interactive discussion based on presentations of lecturer. Developing and improvement of ability of substantive discussion about important problems of contemporary global economy and asking questions by leaving stereotype opinions and simplifications for critical analyze of each phenomena among other things: in accordance with the models of network economy.</p> <p>Affective goals (Attitude): In this aspect acquisition by student experience in effective pointing out stimulants and barriers of financial, administrative, advertising and management support of network economy's development. Analyze of course and results of globalization, glocalization, internationalization, integration and networking processes. Acquaintance of possibilities of intensification of functioning of spatial economic networks.</p>
Contact person:	Dr Katarzyna Mischczak, Department of Spatial Economy and Local Administration

	Phone: +48 071 36 80 621 E-mail: katarzyna.miszczak@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. Andersson Å.E., Batten D.F., Johansson B., Nijkamp P.: .Advances in Spatial Theory and Dynamics. Studies in Regional Science and Urban Economics nr 20, Wyd. Elsevier Science Publishers B.V. North-Holland-Amsterdam 1989 2. Brown L.M.: Diffusion dynamics. A review and revision of the quantitative theory of the spatial diffusion of innovation. Lund Studies in Geography, Ser. B. Human Geography, vol. 29, C. W. K. Gleerup, Lund 1968 3. Castells M.: The Information Age. Economy, Society and Culture – The rise of network society. T. 2. Blackwell Publishers, Oxford 1998 4. Hingel A.J.: A New Model of European Development. Innovation. Technological Development and Network-led Integration. W: Science - Technology - Economy. Red. A. Kukliński Science and Government Series, Vol. 3, State Committee for Scientific Research, Warsaw 1994 5. Schumpeter J.A.: Business Cycles. New York 1939 6. Breault R.: Global Networking of Regional Optics Clusters. The International Society for Optical Engineering Denver, Kolorado 1996 7. Zuskovitch E., Justman M.: Networks, sustainable differentiation and economic development. W: Network in action. Communication, economics and human knowledge. Red. D. Batten, J. Casti, R. Thord. Wyd. Springer-Verlag, Berlin 1995
Faculty:	Socrates Erasmus Students within International Business

Title:	INTRODUCTION TO EUROPEAN SPATIAL ECONOMY
Lecture hours:	20h lecture, 25h workshop
Study period:	Sem. II
Level:	Bachelor
Location:	Wrocław
Examination:	On mark (end-of-module case study write-ups and/or presentations)
Language:	English
Prerequisites:	Basic knowledge of economics, particularly international economic relations and spatial economy. Ability of correct interpretation of economic phenomena and utilization of basic theoretical knowledge in practice. Ability of executing of observations and analyses of basic economic processes occurring in the modern world. Ability of determining of directions of personal evolution and learning. Competence in teamwork. Preceding completed course: Political and economic geography
Course content:	Basic terms: space, spatial policy, spatial planning, spatial development; Significance of spatial policy in economic policy of state; Determinants of spatial policy and its instruments; Concepts of spatial development in European Union; Subject and object of spatial policy; Elements of procedure of spatial planning; Kinds of spatial development plans; Harmonization of spatial development in local, regional, national and international scale; Region and regional development; Spatial development disparities in Europe; European Spatial Development Perspective; European Observation Network for Territorial Development and Cohesion; Features and functions of the city; Cities development in Europe- examples; Spatial planning in cities.
Learning outcomes:	<p>Cognitive goals (Knowledge):</p> <ol style="list-style-type: none"> 1. Student defines spatial economy. Student is able to characterize main kinds of activities occurring in spatial economy. Student defines spatial policy and describes subjects of spatial policy, as well as student presents the most important tasks of spatial policy. Student mentions and abstracts the instruments of spatial policy. Student explains term of spatial planning. 2. Student systematizes and presents theories of regional development with some elements of periodic approach of the most important assumptions. Student describes spatial planning system in Poland and in other European Union's countries. Student distinguishes documents defining spatial policy from documents presenting the instruments of spatial policy. 3. Student defines the term "city" according to different authors and presents chosen views concerning specify of urban economy. Student discusses fundamental features and functions of city, as well as he/she is able to explain terminological dilemma concerning clash of terms agglomeration, conurbation, metropolitan area and metropolis. <p>Skills demonstrated:</p> <ol style="list-style-type: none"> 1. Student is able to compare planning documents presenting base of construction and investment activity. 2. Student is able to evaluate system solutions functioning in Poland, as well as in European Union in range of spatial economy. 3. Student analyzes city as specific and simultaneously the most important social and economic form organizing space. Student is able to pay attention on the city as integrity. Student identifies important limitations and realities of modern cities. <p>Affective goals (Attitude):</p> <ol style="list-style-type: none"> 1. Student communicates with the surrounding environment (group, promoter, representatives of self-governed administration) in proper way. 2. Student is able to work independently and in group, accepting various corporate roles. Student willfully accepts and demonstrates liability for tasks for commission him/her. 3. Student correctly identifies and resolves social - economic and political problems connected with functioning of modern economy.
Contact person:	Dr Katarzyna Miszczak, Department of Spatial Economy and Local Administration Phone: +48 071 36 80 621 E-mail: katarzyna.miszczak@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. S. Korenik, O. Özbek, <i>International spatial economy – chosen aspects</i>, Wrocław University of Economics, Wrocław 2012 2. K. Miszczak, S. Korenik, <i>International aspects of spatial economy</i>. Studia Regionalia ,KPZK PAN Vol.32, Publishing office: Polish Academy of Sciences Committee for Space Economy and Regional Planning, Warsaw 2011 3. K. Miszczak: <i>Some remarks on economic base of urban settlements in metropolitan areas of Poland</i>. EUROPEAN SPATIAL RESEARCH AND POLICY Volume 15 Number 1/2008, Editor Tadeusz Marszał, Publishers: University of Łódź-Poland, University of Groningen-the Netherlands, Comenius University-Slovakia, Federal Office for Building and Regional Planning-Bonn,Germany, Łódź 2008, pp. 53-63
Faculty:	Socrates Erasmus Students within International Business

Title:	POLITICAL AND ECONOMIC GEOGRAPHY
Lecture hours:	15h lecture, 30h workshop
Study period:	Sem. I
Level:	Bachelor
Location:	Wrocław
Examination:	Exam - a multiple choice test. Preparation and presentation of the project
Language:	English
Prerequisites:	Basic knowledge of economics. Ability of correct interpretation of economic phenomena and utilization of basic theoretical knowledge in practice. Ability of executing of observations and analyses of basic economic processes occurring in the modern world. Ability of determining of directions of personal evolution and learning. Competence in teamwork.
Course content:	Political and economic geography as a science and methodological problems of political and economic geography; Map of political world; Space and its structure; Geopolitical space; Changing system of civilizations; Geographic environment in economy of man; Theory of localization of economic activity; Settlement system and its structure; Infrastructure and its spatial match; Communication and transport; City and urbanization processes; Economic region; The bases of spatial development at the beginning of the XXI century; Political and economic space of Poland - directions of the modern transformations.
Learning outcomes:	<p>Cognitive goals (Knowledge):</p> <ol style="list-style-type: none"> 1. Student identifies basic methodological problems of political and economic geography and characterizes features of social-economic space. Student is also able to describe assumptions of theories presented in the lectures. 2. Student distinguishes dimensions of social and economic space, kinds, functions and features of infrastructure. Student describes levels and results of man's impact upon the geographic environment. Student classifies regions and factors of regional development. Student indicates differences between settlement network and system. 3. Student explains new trends in geopolitics of the XXI century and assumptions of New Economic Geography. Student identifies directions of transformations of modern space. <p>Skills demonstrated:</p> <ol style="list-style-type: none"> 1. Student is able to make a choice - proper for given case – research methods of political and economic geography. Student is also able to present apt arguments. 2. Student compares concepts of geographic determinism, nihilism and possibilism and student deduces proper 3. Student suggests - proper for given territorial unit – ways of forming its political and economic space. Student discusses about chances and threats of implementation of solutions accepted within the confines of the concepts presented during lectures. <p>Affective goals (Attitude):</p> <ol style="list-style-type: none"> 1. Student communicates with the surrounding environment (group, promoter) in proper way - using specialized language. 2. Student is able to work independently and in group, accepting various corporate roles. Student willfully accepts and demonstrates liability for tasks for commission him/her. 3. Student correctly identifies and resolves social - economic and political problems connected with functioning of modern economy.
Contact person:	Dr Katarzyna Miszczak, Department of Spatial Economy and Local Administration Phone: +48 071 36 80 621 E-mail: katarzyna.miszczak@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. S. Korenik, O. Özbek, <i>International spatial economy – chosen aspects</i>, Wrocław University of Economics, Wrocław 2012 2. K. Miszczak, <i>Modern determinants of regional development (on the example of Poland and Turkey</i>. Research Papers of Wrocław University of Economics No. 59 pt. "Global Challenges and Policies of the European Union – Consequences for the <i>New Member States</i>" eds. M. Piotrowska, L. Kurowski, Publishing House of the Wrocław University of Economics, Wrocław 2009, pp. 324-333
Faculty:	Socrates Erasmus Students within International Business

Title:	Innovations and development of the world economy
Lecture hours:	30 hours (15 lecture, 15 workshop)
Study period:	All year
Level:	bachelor
Location:	Wrocław
Examination:	project
Language:	English
Prerequisites:	-
Course content:	Changes in the contemporary economy The definition and types of innovation Diffusion and absorption of innovations in the economy Innovation policy in the European Union according to Europe 2020 strategy Regional innovation strategies in EU regions Activities and projects that support innovation in the European Union Innovation Union and Horizon 2020 Measuring innovation on the example of The Global Innovation Index Innovation policy in chosen countries
Learning outcomes:	Acquaint students with the basic definitions of innovation and its diffusion, present the role of innovation and innovation policy in development of the economy, describe innovation policy and actions undertaken in European countries and regions (using examples). Methods: PP presentation, discussion, case study
Contact person:	Dr Niki Derlukiewicz, niki.derlukiewicz@ue.wroc.pl 071/ 3680727
Literature:	1. Kevin Morgan, Claire Nauwelaers: Regional Innovation Strategies. The Challenge for Less-Favoured Regions, Routledge 2002. 2. Hans-Joachim Braczyk, Philip Cooke, Martin Heidenreich: Regional Innovation Systems. The Role of Governances in a Globalized World, Routledge 2004. 3. Philip Cooke, Andrea Piccaluga: Regional Development in the Knowledge Economy, Routledge 2006. 4. Robert B. Tucker: Driving growth through innovation, Berrett- Koehler Publishers Inc., San Francisco 2008
Faculty:	All students

Title:	CONTEMPORARY POLITICAL SYSTEMS
Lecture hours:	15 hours lectures/ 30 hours workshops
Study period:	Spring/Summer semester
Level:	bachelor
Location:	Wrocław
Examination:	Oral and written exam, interactive dialog, delivery of presentation
Language:	English
Prerequisites:	Basic knowledge about contemporary world
Course content:	<p>1) Is the contemporary World Bi-polar? Autocracies, democracies or something else also?;</p> <p>2) Dictatorships: totalitarian and theocratic regimes;</p> <p>3) Dictatorships: authoritarian regimes;</p> <p>4) Economic conditions of the tyranny;</p> <p>4) Military juntas: they rule or govern?</p> <p>5) Military regimes: the 'new professionalism' approach;</p> <p>6) Personal and clans' dictatorships;</p> <p>7) Do institutions really matter? An electoral autocracy (Belarus);</p> <p>8) The concept of 'hybrid regimes' (Islamic Republic of Iran);</p> <p>9) Tyrannies with parliaments and political parties (Egypt, Tunisia);</p> <p>10) The role of dominant parties: the 'hegemonic party' regimes (Mexico, communist countries);</p> <p>11) The real nature of dictatorship: consumption, ideology or something else? An economic theory of dictatorial power;</p> <p>11) What does mean 'competitive authoritarianism'? How far to democracy?(Serbia, Croatia, Ukraine)</p> <p>12) The conditions of democratic transitions. Going forward the 'J-curve';</p> <p>13) Downward and upward transitions;</p> <p>14) Other hybrid regimes: the states of frozen transition (sub-Saharan Africa);</p> <p>15) Does still exist the transitional paradigm? Transitions to and from democracies;</p> <p>16) Electoral democracies: are elections enough?</p> <p>17) The conditions of full-blown democracies;</p> <p>18) 'The end of history' or quite opposite? Towards advanced dictatorships or advanced democracies? (Ukraine);</p> <p>18) Are there chances for Muslim democracy in Muslim-majority countries?</p> <p>19) Giving power back to citizens. Politicians selected by the lot. The chances of deliberative democracy.</p>
Learning outcomes:	Advanced orientation in contemporary worldwide political and economic divisions.
Contact person:	Dr hab. Bartłomiej Nowotarski, bnowotarski@poczta.onet.pl , phone no: 048 601 678 987
Literature:	<p>Horowitz D.; Comparing Democratic Systems; Journal of Democracy; Vol.1, No 4; 1999;</p> <p>Hadenius A., Toerell J.; Path from Authoritarianism; Journal of Democracy; Vol. 16, No 1; 2007;</p> <p>Diamond L.; Thinking About Hybrid Regimes, Journal of Democracy, Vol. 13 No 2;2002;</p> <p>Linz J.J., Totalitarian and Authoritarian Regimes,[in] Handbook of Political Sciences, Reading 1975.</p>
Faculty:	All students

Title:	Knowledge – based economy in theory and practice
Lecture hours:	30
Study period:	All year
Level:	bachelor
Location:	Wrocław
Examination:	class of work: project
Language:	English
Prerequisites:	Macro economy, trends and phenomenon in present economy: globalization etc.
Course kontent:	<p>The purpose of the lecture is to present problems of knowledge – based economy. The lecture provides knowledge related with the increasing role of innovation as a foundation for knowledge-based economy. Basic features and trends in world economy. Globalization and the increasing role of innovation as the foundation for a knowledge-based economy.</p> <p>Economic theories about the economic development. Growth and economic development, differences in economic systems, the evolution path of economic growth models. The modern network economy - features, trends phenomenon.</p> <p>Trends and determinants of the development of knowledge-based economy. The Lisbon Strategy and the New EU2020 Strategy.</p> <p>KBE and the industrial economy.</p> <p>Selected measures of the information society and economy.</p> <p>OECD approach, approach of the EU, World Bank approach.</p> <p>Human capital (definition, measurement).</p> <p>Human capital and economic development, human capital and welfare.</p> <p>Social capital (definition, measurement).</p> <p>Importance of human and social capital in the modern economy, social capital vs. human capital.</p> <p>KBE in Poland and in comparison with other countries.</p> <p>Expenditures on research and development in Poland and in the world.</p> <p>Strengthening of a innovation potential.</p> <p>Active lecture use of audiovisual techniques, supplemented by discussions with students, group work and case studies</p>
Learning outcomes:	<p>The student absorbs the best known research concepts about. Student is able to describe the role of human capital and social capital in KBE.</p> <p>Student names and defines knowledge based economy and absorbs the best known research concepts about KBE. Student is able to describe the role of human capital and social capital in KBE.</p> <p>Student knows features, trends phenomenon related to knowledge based economy, can identify the main resource of the new economy – knowledge, its feature and attributes.</p> <p>Student knows the most important differences between the test methods in the areas of KBE.</p> <p>Student is able to distinguish different types of economies in the historical and geopolitical sphere.</p> <p>Student is able to use simple methods for the analysis of differences between economies in terms of KBE. Student identifies and analyzes the main differences in the adopted paths economic development.</p> <p>The student communicates with the environment (group, promoter, business representatives) in the right way</p> <p>Students can work independently and in a team, including taking different roles. Student knowingly accepts and shows a responsibility for the tasks before a team and demonstrates creativity in the selection of project preparation methods and presentation</p>
Contact person:	Dr Anna Mempel-Śnieżyk; anna.sniezyk@ue.wroc.pl , 71/ 36 80 727
Literature:	<ol style="list-style-type: none"> 1. Regions, Globalisation, and the Knowledge-Based Econom. Dunning J. H., Oxford University Press, New York, 2000 2. The Knowledge-Based Economy: A set of facts and figures, OECD, Paris 1996 3. Handbook on the Knowledge Economy, Rooney D., Hearn G.,Ninan A., Edward Elgar, Cheltenham, 2005 4. Human capital and technological progress as the determinants of economic growth, Cichy K., National Bank of Poland. Education and Publishing Department, Warszawa, 2009
Faculty:	All students

Title:	Supporting of enterprises in international aspects
Lecture hours:	30
Study period:	All year
Level:	bachelor
Location:	Wrocław
Examination:	class of work: project
Language:	English
Prerequisites:	Micro economy, political and economic geography
Course content:	<p>The lecture provides knowledge related with system of supporting entrepreneurship in Poland and some countries of the European Union, help to understand problems and barriers of functioning SME' as well as the tools and institutions supporting this sector. The aim of the lecture is to present the problems of small and medium-sized enterprises in selected European countries.</p> <p>System of supporting entrepreneurship in Poland and in selected European Union countries. Public authorities in promoting of entrepreneurship. The SME sector in present economy. Barriers to the development of the SME sector in Poland. The specificity of R & D sector in Poland and worldwide. Institutional and instrumental forms of support for entrepreneurship. Specificity and range of non-commercial institutions. Example of incubators of entrepreneurship, centers and technology parks, business support centers, centers for the promotion of entrepreneurship, local development agencies, loan and guarantee funds. Analysis of a sample companies environment and seek opportunities in the environment - generating ideas. Clusters - definition, distribution, benefits for businesses. The importance of networking for businesses. The meaning and importance of special economic zones in fostering the entrepreneurship. Business Angels and development of entrepreneurship. Forms of international cooperation - case study. Active lecture use of audiovisual techniques, supplemented by discussions with students, group work and case studies</p>
Learning outcomes:	<p>The student has knowledge of the functioning of SMEs in the contemporary economy. Student shows the barriers and problems associated with taking entrepreneurial activities and characterize business supporting instruments, business environment institution, and R&D institutions.</p> <p>The student has the ability to understand and evaluate the activities of the SME sector to improve innovation and competitiveness of the economy and correctly identifies the business support institutions and their offer.</p> <p>Student suggests the best solutions of using available instruments supporting the business sector and the best solutions of the effective implementation of measures to adapt.</p> <p>The student communicates with the environment (group, promoter, business representatives) in the right way. Students can work independently and in a team, including taking different roles. Student knowingly accepts and shows a responsibility for the tasks before a team. Student correctly identifies and solves problems in the field of supporting entrepreneurship in the contemporary economy.</p>
Contact person:	Dr Anna Mempel-Snieżyk; anna.sniezyk@ue.wroc.pl , 71/ 36 80 727
Literature:	<ol style="list-style-type: none"> 1. OECD Studies on SMEs and Entrepreneurship High-Growth Enterprises: What Governments Can Do to Make a Difference, OECD Publishing 19.11.2010 2. Rozwój małych i średnich przedsiębiorstw. Wiedza, sieci osobistych powiązań proces uczeni się. Wyd. Akademickie i Profesjonalne, Warszawa 2008. 3. Business and its environment. David P. Baron. Upper Saddle River, NJ: Pearson Prentice Hall, 2006. 4. N. Kureshi Quality Management in SMEs, LAP Lambert Academic Publishing AG & Co KG 2011 5. K. Lal, B. Oyelaran-Oyeyinka, SMEs and New Technologies: Learning E-business and Development, Palgrave Macmillan, 2006 6. R. Borowiecki, B. Siuta-Tokarska: Problemy funkcjonowania małych i średnich przedsiębiorstw w Polsce. Wyd. Difn, Warszawa 2008.
Faculty:	All students

Title:	PROJECT MANAGEMENT IN INTERNATIONAL ASPECT
Lecture hours:	30
Study period:	all year
Level:	bachelor
Location:	Wrocław
Examination:	class of work: project
Language:	english
Prerequisites:	Macro economy,
Course content:	<p>The lecture provides knowledge related with issues in the theory and practice of project management, and focus on projects realized in international environment</p> <p>Basics of project management (basic parameters of the project, types of projects, project life cycle)</p> <p>Functional model of project management (initiating of the project, defined the project, organizing the project team, planning as a basis for project management control and coordination of the project)</p> <p>Institutional model of project management (organization of projects, types of organizational structures for projects, comparison of the organizational structures in the projects)</p> <p>Personnel management in projects (requirements for participants in the project team, project team management styles, communication in project team, motivate project teams)</p> <p>Project management methods (project management methodology, project management techniques)</p> <p>Case studies Heathrow airport UK, Steve Fall water plant USA, Brings Reliable power and growth Venezuel etc.</p> <p>Active lecture use of audiovisual techniques, supplemented by discussions with students, group work and case studies</p>
Learning outcomes:	<p>Student defines basic terms related to a project and project management tools, describes and explains the use of tools for managing international projects. Student is able to present critical success factors of the international project realized in the specific conditions</p> <p>Students acquire the ability to communicate within the group and with the lecturer.</p> <p>Students can work independently and in a team, including taking different roles.</p> <p>Students take responsibility for deputed tasks, demonstrates creativity in the selection of project preparation methods and presentation.</p> <p>Student builds a project, taking into account international conditions</p> <p>Student uses a known project management tool to create his own project</p> <p>Student builds a tree problems and goals</p> <p>Transfer the knowledge about project management. Explaining the issue of project management and their role in present economy, skills by the students the knowledge related with (initiating and defined the project, organizing the project team, planning and coordination of the project, types of organizational structures for projects, academic skills to understand project management methods</p> <p>The student has the ability to recognize risks and effect of project.</p>
Contact person:	Dr Anna Mempel-Śnieżyk; anna.sniezyk@ue.wroc.pl , 71/ 36 80 727
Literature:	<ol style="list-style-type: none"> 1. Roberts P. Effective Project Management. Publisher Kogan, London 2011. 2. Merison A, Emotional Intelligence for Project Managers, Amakom NY, 2007 3. Haugan G, Project Management Fundamentals, Managements Concepts, USA 2011 4. Mackenzie Kyle, Making It Happen: A Non-Technical Guide to Project Management Canada, 1998 5. A Guide to the Project Management Body of Knowledge, Duncan W.R., Project Management Institute, North Carolina, USA, 2007
Faculty:	All students

Title:	International trade statistics
Lecture hours:	15h (lectures) + 15h (tutorials)
Study period:	Spring/Summer semester
Level:	Bachelor
Location:	Wrocław
Examination:	Projects prepared by students + Final multiple test
Language:	English
Prerequisites:	International economics
Course content:	<ol style="list-style-type: none"> 1. Trade support institutions. 2. Various sources of trade information. 3. Detailed statistics for country and regions. 4. International cooperation on statistical framework for collection and dissemination of trade data. 5. Eurostat – the EU's statistical office. 6. International Monetary Fund database. 7. OECD statistics on international trade. 8. United Nations' world-wide database on statistics of international trade. 9. UNCTADStat. 10. WTO statistics database. 11. Measuring international trade in value added.
Learning outcomes:	This course is intended to present a comprehensive overview of existing databases covering statistics of international trade in goods and services. It course provides students with the ability to find the most appropriate source of trade information and use it for particular purpose.
Contact person:	Magdalena Rudnicka, e-mail: magdalena.rudnicka@ue.wroc.pl , phone: 71 368 01 79
Literature:	<p>Eurostat statistical publications IMF statistical publications OECD statistical publications WTO statistical publications</p>
Faculty:	International business

Title:	International trade in services
Lecture hours:	30 lectures
Study period:	Spring/Summer semester
Level:	Bachelor
Location:	Wrocław
Examination:	Projects prepared by students + Final multiple test
Language:	English
Prerequisites:	International Business
Course content:	<ol style="list-style-type: none"> 1. Importance of services in global economy 2. Structure of world trade in services 3. General Agreement on Trade in Services 4. Services negotiations 5. Barriers to international services trade 6. Benefits and challenges of services trade opening 7. Services liberalization in the multilateral and regional contexts 8. European single market for services 9. Services offshoring 10. Services and global value chains
Learning outcomes:	The module will allow students to develop their understanding of international trade in services. It will explain basic concepts and provide an overview of global services trade. After completing the module students should achieve competence to analyse, discuss and work with international services trade issues. It will provide solid background for further research.
Contact person:	Magdalena Rudnicka, e-mail: magdalena.rudnicka@ue.wroc.pl , phone: 71 368 01 79
Literature:	<ol style="list-style-type: none"> 1. <i>A Handbook of International Trade in Services</i>, ed. A. Mattoo, R. M. Stern, G. Zanini, Oxford University Press, Oxford 2008 2. <i>Opening Markets for Trade in Services. Countries and Sectors in Bilateral and WTO Negotiations</i>, ed. J.A. Marchetti, M. Roy, Cambridge University Press, Cambridge 2009 3. <i>Trading Services in the Global Economy</i>, ed. J.R. Cuadrado-Roura, L. Rubalcaba - Bermejo, J.R. Bryson, Edward Elgar Publishing, Massachusetts 2002 4. World Trade Organization's Publications
Faculty:	International Business

Title:	International settlements
Lecture hours:	25h (lectures) + 20h (tutorials)
Study period:	Fall/Winter semester
Level:	Bachelor
Location:	Wrocław
Examination:	Case studies + Final multiple test
Language:	English
Prerequisites:	International Business
Course content:	<ol style="list-style-type: none"> 1. Introductory lecture – basic terminology of export – import transaction 2. Risks w international trade transactions and export credit insurance. 3. Documents required for trade payments. 4. Classification and characteristics of payment methods. 5. Documentary collection and URC 522. 6. Documentary credit and UCP 600. 7. Comparison of international payment methods. 8. Trade finance: factoring and forfaiting. 9. Securing international transactions – bank guarantees and standby credits. 10. Incoterms 2010 – standard trade terms. 11. Government (or non-government) agencies designed to facilitate trade.
Learning outcomes:	This course is intended to present all the basic concepts of international trade finance and take into account actual practices and international regulations. It provides students with ample and systematic material for studying a wide variety of trade issues such as risk management, international payments, bank guarantees, credit insurance and trade finance – each with particular advantages and disadvantages (the pros and cons). It provides students with ability to identify the most competitive finance alternatives, structure the best payment terms, and minimise finance and transaction costs.
Contact person:	Magdalena Rudnicka, e-mail: magdalena.rudnicka@ue.wroc.pl, phone: 71 368 01 79
Literature:	<ol style="list-style-type: none"> 1. Grath A., <i>The Handbook of International Trade and Finance</i>, Kogan Page, London –Philadelphia – New Delhi 2012 2. Luk K.W., <i>International trade finance. A practical guide</i>, City University of Hong Kong Press, Kong Kong 2011
Faculty:	international business

Title:	Sociology
Lecture hours:	15 + 15
Study period:	Winter term
Level:	Bachelor
Location:	Wrocław
Examination:	Test + presentation
Language:	english
Prerequisites:	General knowledge on social aspects of individual's existence
Course <u>kontent</u>:	The Foundations of Sociology. Social Life, society, culture, socialization. Social inequality, race, gender, social stratification. Social institutions. Social change. Postindustrial society. Globalization. Consumer society, knowledge society. Organizational culture. New social movements.
Learning outcomes:	Possesses a basic knowledge on importance of sociology among social sciences and its relations to economics. Possesses a basic knowledge on contemporary social communities, and typical for them social problems and processes. Knows methods and methodological tools analyzing social structures and social processes. Knows how to gain information and data, necessary for analysis of social structure and social processes. Knows how to judge the character of social processes and its influence on social community. Is open to knowledge on social communities, knows limits of his knowledge and understands a need for a permanent, personal intellectual progress. Identifies the most important factors constituting social processes, characterizing contemporary communities, and knows how to solve basic social problem.
Contact person:	Dr hab. Wieslaw Watroba, prof. UEW, wieslaw.watroba@ue.wroc.pl
Literature:	A. Giddens, Sociology, Polity Press Cambridge 2006; D. Bell, The Cultural Contradictions of Capitalism, Harper & Row, New York 1996; A. Brown, Organisational Culture, Pitman London 1995; Z. Bauman, Globalisation. The Human Cosequences, Polity Press Cambridge 1998; A. Giddens, Europe in the Global Age, Polity Press Cambridge M. Castells, The Rise of the Network Society, Blackwell, Cambridge 2000; U. Beck, Risk Society, Sage, London 1992.
Faculty:	IBR

Title:	Economic Policy (e-learning course)
Lecture hours:	30 hours (lectures and workshop)
Study period:	III sem. (Winter)
Level:	Bachelor
Location:	Wrocław
Examination:	50% - test; 50% - essay, activeness during classes and participation
Language:	English
Prerequisites:	Basic knowledge of the Micro- and Macroeconomics
Course content:	<ol style="list-style-type: none"> 1. Introduction to Economic Policy 2. Types of Economic Policy 3. Doctrines and Schools of Economic Policy 4. Economic Growth Policy 5. Fiscal Policy 6. Tax Policy 7. Monetary Policy 8. Labour Market Policy 9. Transition Economies 10. Economic Policy and the 2007-09 Crisis
Learning outcomes:	The aim of Economic Policy course is to answer the questions why and how the government can intervene to market. Students will learn about methods, measures and instruments which are introduced by governments of particular countries to economic systems. Participants of the course will practice skills to analyze the economic policy and present the outcomes of their analyze. They will obtain knowledge about main economic policies: growth policy, fiscal policy, tax policy, monetary policy, labour market policy. They will also learn about transition economies and the important information about the economic policy against crisis. This knowledge enables the students to understand the economic environment better and to forecast the outcome of economic activities.
Contact person:	Ewa Pancer-Cybulska, Professor: ewa.cybulska@ue.wroc.pl ; 71 3680222 Joanna Jahn, MA MSc: joanna.jahn@ue.wroc.pl Bernadeta Baran, PhD: bernadeta.baran@ue.wroc.pl ;
Literature:	<ol style="list-style-type: none"> 1. A. Benassy-Quere, B. Coeure, P. Jacquet, J. Pisani-Ferry, Economic Policy. Theory and Practice. Oxford University Press, 2010 2. H. Siebert, The World Economy. A Global Analysis (third edition). Routledge, 2007 3. P. Tridico, Institutions, Human Development and Economic Growth in Transition Economies, Palgrave Macmillan, 2011 4. P.A. Samuelson, W. D. Nordhaus, Economics, McGraw-Hill Irwin, 2010 5. T. Persson, G. Tabellini, Political economics: explaining economic policy, MIT Press, 2002 6. B. Winiarski (ed.), Polityka Gospodarcza, PWN, 2006 7. http://ec.europa.eu/
Faculty:	Faculty of Economic Sciences

Title:	Internet Advertising in International Business
Lecture hours:	Lecture 30h
Study period:	Winter semester
Level:	bachelor
Location:	Wrocław
Examination:	Internet quiz
Language:	english
Prerequisites:	Marketing basics
Course kontent:	<p>The lectures will deliver information on using Internet in advertising of a company operating in the international market.</p> <p>Topics:</p> <ol style="list-style-type: none"> 1. Why to use Internet in advertising? 2. Possible strategies of using Internet in communication with customers 3. Types and forms of Internet advertising 4. Search Engine Marketing 5. 3 pillars of SEM: keywords, ads & landing pages 6. AIDA model 7. Looking for best target group using keywords 8. Search engine optimization 9. Google AdWords 10. Web analytics 11. Advertising in social media
Learning outcomes:	Student knows and understands different types of e-marketing communication strategies, types & forms of Internet advertising and factors affecting effectiveness of Internet advertising. Student can analyse web traffic and the effects of online advertising campaign.
Contact person:	Szymon Mazurek szymon@mazurek.info
Literature:	A. Kaushik, Web Analytics: An Hour a Day G. Taylor, Advertising in a Digital Age R. Stokes, Ultimate Guide to Pay-Per-Click Advertising D. Ryan, Understanding Digital Marketing
Faculty:	all

Title:	Clusters as a form of cooperation in the global economy
Lecture hours:	Lectures 19 hours
Study period:	summer semester
Level:	bachelor
Location:	Wrocław
Examination:	Project presentation and exam
Language:	english
Prerequisites:	International business, challenges of economic globalisation
Course kontent:	A common phenomenon in the global economy is the formation of a clusters which provide a combination of forces in a more or less formal structure. The cluster understood as a combination of companies cooperating and competing at the same time is a form of cooperation which has existed for a long time in the world economy but only recently it is a deliberate strategy of companies. Globalization and regionalization; Transnational corporations and foreign direct investment in global economy; Clusters as a form of cooperation - definitions and types; Methods of creating and models of clusters; Clusters and networks as a form of cooperation; Clusters in global economy and in Poland
Learning outcomes:	The purpose of the course is to present clusters in global economy and to provide that clusters are effective way of cooperation between companies in global economy. Student knows nature of clusters, pros and cons for a company of the existence in clusters and the capital flows and foreign direct investment between countries and companies. Student can distinguish clusters and other form of cooperation. Student recognizes the need for cooperation between actors in the global economy.
Contact person:	Anna H. Jankowiak; anna.jankowiak@ue.wroc.pl ; 71/3680849
Literature:	The Competitive Advantages of Nations, Porter M.E., Macmillan Business, London, 1998 Clusters – Balancing Evolutionary and Constructive Forces, second edition, Sölvell Ö., Ivory Tower Publishers, Ödeshög, 2009 The Cluser Initiative Greenbook, Sölvell Ö., Lindqvist G., Ketels Ch., Ivory Tower, Stockholm, 2003
Faculty:	International Business

Title:	Transnational corporations in the global economy
Lecture hours:	Lectures 30 hours
Study period:	summer semester
Level:	bachelor
Location:	Wrocław
Examination:	Project presentation
Language:	english
Prerequisites:	International business
Course kontent:	<p>Transnational corporations act as major players of the world economy. Their economic impact on the international market is enormous. Only five hundred biggest American transnational corporations, when united into one organism, would make second largest (after the United States) economic power of the world. The operations of the corporations are reflected directly in the situation within the international arena because these are the corporations that transmit the capital between the national economies, make majority of the world foreign direct investments and are liable for the distribution of the production factors. The corporations act skillfully while making use of the economic differences between the individual markets and aim at multiplying their own profits. Corporate decisions about the locations have considerable impact on the economic situation of the host country. The corporations have taken the key position in the global economy but their economic ambitions are unlimited. Global Economy; Transnational corporations - definitions and types; History of TNCs; Attributes and main tasks of TNCs in the global economy; Advantages and disadvantages of TNCs; Rankings of TNC; The biggest TNCs in the world; Polish transnational corporations?</p>
Learning outcomes:	<p>The purpose of the lecture is to present knowledge about transnational corporations that exist in the global economy and to prove that transnational corporations are one of the most important players in the global market and their role in the global trade and business is significant. Student has a knowledge about global economy and about the biggest and the most powerful corporation in the world. Student knows the definitions, types, history and task for transnational corporation in the global economy. Student can name the most important corporation in the global economy and analyze the situation in the global economy. Students can indicate the motives of internationalization of transnational corporations. Students understand the differences between domestic and international market and the role of corporations in global economy.</p>
Contact person:	Anna H. Jankowiak; anna.jankowiak@ue.wroc.pl ; 71/3680849
Literature:	<p>Cohen S.D., Multinational Corporations and Foreign Direct Investment. Avoiding Simplicity, Embracing Complexity, Oxford University Press, 2007 Dunning J.H., Lundan S.M., Multinational Enterprises and The Global Economy, Edward Elgar Publishing, Cheltenham, UK, Northampton, MA, USA, 2008 Jones G., The evolution of international business: an introduction, Routledge, London, 1996 Paul J., International Business, PHI Learning Pvt. Ltd., 200</p>
Faculty:	International Business

Title:	Resource diplomacy in international economic relations
Lecture hours:	30 h
Study period:	Summer
Level:	Bachelor
Location:	Wrocław
Examination:	<ol style="list-style-type: none"> 1. Final exam based on the content of lectures 2. General class participation
Language:	English
Prerequisites:	Basic knowledge of economic policy and international economics. Reading comprehension of economic and political science texts. Ability to analyze and comment, both orally and in writing, on a selected research topic.
Content of the course:	<ol style="list-style-type: none"> 1. Geopolitics vs. Geo-economics – theoretical background 2. The role of strategic commodities in national security and empowering of state 3. Economic Diplomacy, Resource Diplomacy and new actors in International Relations and divergent postmodern diplomatic roles 4. Economic Intelligence: theory and practical applications 5. Defining “critical” raw materials and strategic natural resources; geography of strategic natural resources and “critical” raw materials 6. Oil and Gas as a strategic resource-Energy Diplomacy, relations States-Companies, National Oil Companies and Multinational Oil Companies strategies 7. Geopolitical implications of the new developments on energy markets: Shale Gas revolution, LNG proliferation 8. Water as strategic resource 9. The role of Arctic in Global Economy 10. Strategic Transport Routes 11. Geopolitics of energy resource: selected case studies: EU, Russia, USA, China, Saudi Arabia, Qatar, Brazil, Venezuela, African countries etc. 12. The role of strategic commodities in military conflicts, 13. Economic Sanctions as a foreign policy tool
Learning outcomes:	Students can expect to gain a greater understanding of the economic security and energy security concerns of producer and consumer countries; identify and analyze how countries have altered their foreign policies, domestic efforts, and military strategies in light of such concerns; examine shifting trends in the energy panorama; and anticipate new patterns and structural shifts in the international environment in light of these trends.
Contact person:	Rafał Hryniewiecki, rafal.hryniewiecki@ue.wroc.pl
Literature:	<ul style="list-style-type: none"> • Energy and Security: Strategies for a World in Transition, David L. Goldwyn, 2013 • Hill, G. A. Resource Diplomacy: The Role of Natural Resources in International Politics, 1975 • The Quest: Energy, Security, and the Remaking of the Modern World, Yergin D., NY, 2011 • Hryniewiecki R. The Geopolitical implications of new developments on energy markets, Journal of Global Governance, Springer 2013 • Russo A., Smith Z. What Water Is Worth: Overlooked Non-Economic Value in Water Resources, Palgrave 2013
Faculty:	All students

Title:	International business management
Lecture hours:	45 (20 lectures + 25 exercises)
Study period:	Summer semester
Level:	bachelor
Location:	Wrocław
Examination:	Lectures – exam, exercises – case studies & projects
Language:	english
Prerequisites:	Mikroekonomics, international business
Course kontent:	Subject introduces the basic knowledge of business management with an international footprint and changes in the organization of enterprises related to the business development of foreign markets. The main objectives of the course are: 1) Recognizing the impact of the international environment on the organization and management of the company; 2) Identifying and planning changes due to internationalization; 3) Understanding the importance of multiculturalism in the implementation of managerial and decision-making
Learning outcomes:	<p>He knows the basic elements of the international environment and the company understands their impact on the organization and management</p> <p>He knows and understands the process of internationalization and its impact on various management functions</p> <p>He describes and explains the basic strategies of enterprises in the international market</p> <p>He knows the benefits and risks associated with managing in a multicultural environment</p> <p>He can identify and verify goals of the organization in terms of the impact of the international environment</p> <p>He examines the organizational structure of the plan changes resulting from the interaction of the environment and changes in strategy</p> <p>Analyzes and evaluates the strategies implemented by international companies</p> <p>He is able to plan changes in the organization and management as a consequence of the internationalization business</p> <p>Willingness to learn and expand knowledge</p> <p>He has the ability to autonomic and creative thinking, creativity has to find appropriate solutions</p> <p>He works in a team, performing the functions managerial and he is able to effectively motivate a team</p>
Contact person:	Marta Wincewicz-Bosy, m.bosy@gazeta.pl Tel. 606 476201
Literature:	<p>Global Management: Strategy, Challenges, and Uncertainties, Dominguez A., Nova Science Publishers, New York, 2008</p> <p>International Management: Culture, Strategy, and Behavior, Luthans F., Doh J., McGraw-Hill, New York, 2012</p> <p>Management a Global Perspective, Weihrich H., Koontz H., McGraw-Hill, New York, 1999</p>
Faculty:	All students

Title:	International economic comparisons
Lecture hours:	15 h – lectures, 15 - h seminars
Study period:	Spring
Level:	bachelor
Location:	Wrocław
Examination:	Test and project
Language:	English
Prerequisites:	Macroeconomics
Course content:	<ol style="list-style-type: none"> 1. Knowledge about advantages and shortcomings of the GDP as a economic development index 2. HDI and other alternatives to GDP 3. Methodology of preparing competitiveness rankings 4. Introduction to economic systems 5. American economic system 6. Swedish economic system 7. Japanese economic system as a model for asian economies 8. Chinese economic system
Learning outcomes:	<p>Student will know the rules of comparing different countries, will understand different rankings of countries and can prepare appropriate ranking of countries for given purposes.</p> <p>Student will know also what are the main factors increasing economic competitiveness of countries.</p>
Contact person:	Dr Iwo Augustyński; iwo.augustynski@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. Human Development Report 2. World Competitiveness Yearbook 3. Global Competitiveness Report
Faculty:	International Business, Erasmus students

Title:	Changes in european public administration in the context of global processes
Lecture hours:	30
Study period:	Winter, Summer
Level:	Bachelor
Location:	Wroclaw
Examination:	Written work and its presentation during the lecture
Language:	English
Prerequisites:	Microeconomics, macroeconomics
Course content:	<p>The aim of this lecture is to show the particular problems of public administration in Europe. The lecturer put attention to present theoretical and practical aspects of public administration in Europe. During classes student will acquire knowledge concerning models of public administration in Europe, their evolution and characteristics, and mainly changes that occur in public administration caused by globalization and integration. Particular attention will focus on the characteristics of the governmental administration and local and regional authorities. The subject of discussion will be the issue of the functioning of the European Union's public administration and new trends of functioning public administration in the context of globalization and integration.</p> <p>Learning methods: lecture, case-study, discussion, individual work.</p>
Learning outcomes:	<p>The student will acquire the knowledge, which will contribute to the better understanding of local and regional structures and administration in European scale. That will give the basic to understand bilateral relation between local, regional scale and global level and changes that occur in public administration</p>
Contact person:	dr Małgorzata Rogowska: malgorzata.rogowska@ue.wroc.pl
Literature:	<p>M. Holzer, R.W. Schwester, Public administration. An introduction. M.E. Sharp 2011. B. Guy Peters, Jon Pierre, Handbook of public administration, SAGE 2003. European Governance a White Paper, Commission of the European Communities, Brussels 2001.</p>
Faculty:	All students

Title:	Local development in the aspect of globalization
Lecture hours:	30
Study period:	Winter, Spring
Level:	Bachelor
Location:	Wroclaw
Examination:	Written work and its presentation during the lecture
Language:	English
Prerequisites:	Microeconomics, macroeconomics
Course content:	<p>The aim of this lecture is to show the particular problems of local authorities in creating social, economic and spatial development.</p> <p>Development process always concerns certain time and space. Contemporary development conditions are created by global processes, which caused revaluing development factors (the more impact is putting to non-material ones such as knowledge and innovation). Local scale must be flexible and answer to such condition, where the most important feature is uncertainty. The significance of local level is paradoxically increasing. In global competition special impact is put on identifying endogenic potential. "Glocalization" is most common word that is used to describe an answer from local level to globalization. All of these problems will be discussed during the lecture.</p> <p>Learning methods: lecture, case-study, discussion, individual work.</p>
Learning outcomes:	The student will acquire the knowledge, which will contribute to the better understanding of local development process and its problems. That will give the basic to understand bilateral relation between local and global level.
Contact person:	Małgorzata Rogowska: malgorzata.rogowska@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. Barquero A. V., Local development in the times of globalization, www.ideas.repec.org. 2. Blair J., Carroll M.C. Local economic development. Analysis, Practices, and Globalization. SAGE Publication 2009. 3. G. Jones, J. Stewart, The Case of Local Government. Allen and Unwin, London 1983. 4. Hirst, P., Thompson, G., Globalization in Question. Polity Press, Cambridge 1996. 5. Jewtuchowicz A., Terytorium i współczesne dylematy jego rozwoju. Wyd. Uniwersytetu Łódzkiego, Łódź 2005. 6. Oman, C., Globalization and Regionalization. The Challenge for Developing Countries. OECD Development Centre Studies, Paris 1994. 7. Pietrzyk I., Teoretyczne podstawy rozwoju lokalnego. W: Związki polityki gospodarczej z polityką regionalną. Red. R. Broszkiewicz, Prace Naukowe AE we Wrocławiu nr 768, Wyd. AE we Wrocławiu, Wrocław 1997. 8. Schaffer R., Deller S.C., Marcouiller D.W., Community Economics. Blackwell Publishing 2004. 9. The interconnection between globalization and local development, www.oit.org.
Faculty:	All students

Title:	Social Policy
Lecture hours:	15h of lecture + 15h of class
Study period:	summer
Level:	bachelor
Location:	Wrocław
Examination:	test
Language:	english
Prerequisites:	sociology
Course kontent:	<p>Introduction to social policy Models of social policy Social policy institutions Global social policy Social security Demographic issues and population policy Poverty and social exclusion Labour market policy Education policy Health care policy</p>
Learning outcomes:	<ul style="list-style-type: none"> - to acquaint students with reasons and models of state intervention in the social life and the economy that is undertaken as part of social policy - to acquaint students with goals, institutions and tools of public sector intervention undertaken in individual fields of social policy
Contact person:	Stanisław Kamiński, stanislaw.kaminski@ue.wroc.pl , 713680581
Literature:	<p>P. Spicker, Social policy: themes and approaches, Policy Press, Bristol 2010 Publications of Central Statistical Office and other research institutions Local Data Bank and other data banks available in the Internet</p>
Faculty:	Faculty of Economic Science, Bachelor in International Business

Title:	International Human Resources Management (IHRM)
Lecture hours:	Altogether: 30 This includes: Lectures: 10, Practical classes: 10, Laboratories: 10
Study period:	summer
Level:	Bachelor/Master
Location:	Wrocław
Examination:	Evaluation & completion 1) Lectures: formal final written test (theoretical part of classes) 2) Classes & laboratories: aggregated grade for each (practical part); as class sessions will include: <ul style="list-style-type: none"> • simulations, role playing, class interactive discussions, case studies, individual and group assignments - class attendance and participation is expected and will contribute to a student's final grade in practical part of the course.
Language:	English
Prerequisites:	General knowledge on globalization and international business
Course content:	<ol style="list-style-type: none"> 1) Conceptual evolution of strategic international human resources management. 2) Environmental exogenous and endogenous factors of HRM in international companies. 3) Four continental models of HRM: European, American, Asian, and African. 4) Managing and capitalizing on social diversity. 5) Typologies and dimensions of national cultures in the context of HRM. 6) Dualism and duality of the Polish national culture. 7) Strategies and substrategies of HRM in MNCs. 8) Implications of international and cross-cultural differences for SIHRM in MNCs. 9) Staffing MNCs with managerial and professional employees: recruitment, selection and placement. 10) Motivating employees: multi-level and cross-level behavior modeling. 11) Developing and compensating managerial and professional staff. 12) Managing international teams. 13) Conflicts and emotions in the context of cross-cultural differences. 14) Cultural conditions of performance appraisal and manager-employee relations in MNC. 15) Transcorporate communication as a resultant of international and intercultural communications.
Course methodics	Class sessions will include lectures, class interactive discussions, case studies, home assignments, and individual and group in-class assignments, simulations and games.
Learning outcomes:	<ul style="list-style-type: none"> ■ A student has knowledge on the fundamental functions of international human resources management as well as on the external and internal factors that determine its effectiveness and efficiency. ■ A student knows the methods and techniques that support the realization of IHRM strategies, policies, and programs. He or she knows the methods and techniques that may increase the effectiveness and efficiency of particular IHRM subfunctions. ■ A student is capable of conducting an analysis of planned IHRM strategies or activities in such a way as to be able to choose the most effective and efficient methods, techniques and instruments with regard to the intended goal of a given IHRM strategy or activity. ■ A student possesses the skills that allow for situational adaptation of IHRM strategies or programs to the emerging requirements and circumstances in international environment. ■ A student can communicate effectively with diverse team members. A student not only appreciates and respects different (distinctive) opinions and views but is also able to reasonably and rationally justify own proposals and solutions. ■ A student exhibits managerial skills of planning, organizing, performing and controlling international social relations within a strategic perspective in culturally-diverse teams, departments, units, subsidiaries as well as whole international corporations.
Contact person:	dr hab. Marzena Stor, prof. UE Human Resources Management Department Room: 815 Z Tel. 71-368-06-72 marzena.stor@wp.pl
Literature:	<ul style="list-style-type: none"> • Briscoe, D. R., Schuler, R.S., Claus, L.: <i>International Human Resource Management</i>. Routledge. London and New York, 2008. • Harzing, A., Van Ruysseveldt, J. (eds.) <i>International Human Resource Management</i>. SAGE Publications Ltd. London, 2010. • Hofstede G., Hofstede G.J.: <i>Cultures and Organizations. Software of the Mind</i>. McGraw-Hill. New York, 2005. • Stor, M.: <i>Creating Value with Diverse Teams in Transnational Management: Diversity as Liabilities & Assets</i>. [in:] "Argumenta Oeconomica" nr 1-2/18. Wydawnictwo Akademii Ekonomicznej we Wrocławiu, 2006. • Stor, M.: <i>Glocal Affairs Teams (GATs) in Transnational Companies: Dimensions within Strategies</i>. [in:] "Management". 2007, Vol. 11, No.1, Uniwersytet Zielonogórski, 2007. • Stor, M.: <i>Intercultural Communication: Conflicts and Misunderstandings within Nationally-Diverse Managers – Selected case Studies from MNCs in Poland</i>.(in:) <i>Celebrate the Tapestry. Diversity in the Modern Global Organization. 10th International Human Resource Management Conference Proceedings</i>. (ed.) W.A. Scroggings, C. Gomez, P.G. Benson, R. Oliver, M. Turner. New Mexico State University. Santa Fe, New Mexico, 2009. • Stor, M.: <i>Strategiczne międzynarodowe zarządzanie zasobami ludzkimi</i>. Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu. Wrocław, 2011. • Trompenaars F., Hampden-Turner C.: <i>Riding the Waves of Culture. Understanding Diversity in Business</i>. Nicholas Brealey Publishing. London, 1997.
Faculty:	International Business, Management

Title:	Microeconomics
Lecture hours:	30 hours of lectures, 15 hours of practical classes, 15 hours of computer classes
Study period:	semestr letni / summer semester
Level:	Bachelor
Location:	Wrocław
Examination:	written (theory and exercises), at the end of the semester
Language:	English
Prerequisites:	Basic skills in Mathematics
Course content:	<ol style="list-style-type: none"> 1. Goods 2. Forms of Markets 3. Demand, Elasticity of Demand 4. Supply, Elasticity of Supply 5. Market Equilibrium and its Changes 6. Theory of the Firm. Production Function 7. Optimal Technology 8. Cost Function, Cost Curves 9. Profit Maximization 10. Perfect Competition 11. Monopoly. Price Discrimination. 12. Monopolistic Competition 13. Oligopoly 14. Theory of the Consumer 15. Public Goods, Externalities
Learning outcomes:	<p>knowledge: the most important definitions and economic phenomena concerning markets, firms and consumers;</p> <p>skills: prediction of changes in the markets due to various factors, analysis of the demand, cost analysis and calculation of the optimal production and price levels</p> <p>competence: understanding of the basic economic phenomena and ability to discuss it with other students</p>
Contact person:	Dr Paweł Kuśmierczyk, pawel.kusmierczyk@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. Varian H. R. "Intermediate Microeconomics. A Modern Approach", W.W. Norton & Company 2. Kreps D. M. "A Course in Microeconomic Theory", Princeton University Press 3. Samuelson P. A., Nordhaus W. D. "Economics", McGraw-Hill 4. Begg D., Fischer S., Dornbusch R. "Economics", McGraw-Hill
Faculty:	Bachelor in International Business

Title:	Strategic Management
Lecture hours:	15 interactive lectures + 15 tutorials/workshop + 15 computer lab
Study period:	summer
Level:	bachelor
Location:	Wrocław
Examination:	Case study, Q&A, class participation, business simulation game result (lab)
Language:	English
Prerequisites:	Basic management knowledge. Good English skills.
Course content:	<p>Lectures/ tutorials:</p> <ol style="list-style-type: none"> 1. Introduction to strategic management. 2. Strategic management process and context. 3. Organisational values, mission and vision. 4. Strategic analysis. 5. Strategic decisions: competitive advantage, goals and domain. 6. Strategy implementation. 7. Sustainable strategy <p>Computer lab – International Business Simulation Game:</p> <ul style="list-style-type: none"> - Business Plan preparation - Team management - Strategy creation - Market analysis - Marketing mix design - Tasks delegation
Learning outcomes:	<ul style="list-style-type: none"> - Ability to identify stages of the strategic management process and different levels of strategic analysis - Knowledge knows the theory of strategy typology - Understanding of the dynamics of strategy implementation and evaluation. - Ability to plan a strategic management process - Ability to construct organizational goals and mission statement - Ability to carry out a strategic analysis - Ability to recognize organization stakeholders - Ability to team work, discuss, criticize and manage conflict
Contact person:	Anna Witek-Crabb, PhD Anna.Witek@ue.wroc.pl , room 116B
Literature:	<ol style="list-style-type: none"> 1. Hill Ch.W.L., Jones G.R.: Strategic Management Theory. An Integrated Approach. Houghton Mifflin Company, Boston-New York, 2006 2. Johnson G., Scholes K.: Exploring Corporate Strategy, Financial Times Prentice Hall Europe, 1999
Faculty:	Bachelor Studies in International Business

Title:	Marketing
Lecture hours:	(15h lecture, 15 h exercise)
Study period:	Winter semester
Level:	bachelor
Location:	Wrocław
Examination:	Grading: weighted average of: case studies, analyses, research project
Language:	English
Prerequisites:	no prerequisites
Course content:	<p>1. Marketing in value creation process, value drivers, portfolio management</p> <p>2. B2b marketing: controlling, motivation (KPIs), marketing value drivers and immaterial assets in sales department</p> <p>2.1. Time management</p> <p>2.2. Skills management</p> <p>3. Value creation process in Investor Relations (strategic disclosure)</p> <p>4. B2c marketing</p> <p>4.1. Brand equity, brand knowledge and brand value</p> <p>4.2. B2c value creation process: image analysis, target positioning, concept testing, tracking</p> <p>4.3. Theory of “fit” in brand extensions</p> <p>4.4. Usage of theory of “fit” in image leveraging (transfer) problems</p>
Learning outcomes:	<p>Knowledge: understanding (1) models of marketing effectiveness in b2b and b2c marketing and in Investor Relations, (2) theory of “fit” in marketing communication in consumer marketing</p> <p>Skills: ability to use standard procedures analyses in marketing decision making in b2b marketing, b2c marketing and Investor Relations</p> <p>Social competence: ability to present own analysis/research results and criticize other solutions</p>
Contact person:	Prof. Richard Kleczek, e-mail: ryszard.kleczek@ue.wroc.pl
Literature:	<p>Customer value creation. Theory and Practice. Warsaw School of Economic Press. Warsaw 2012, s. 57-76.</p> <p>D. Aaker, K. L. Keller: Consumer Evaluations of Brand Extensions. in: Journal of Marketing, January 1990, p. 27-41.</p> <p>K.L Keller: Conceptualizing, Measuring and Managing Customer Based Brand Equity. Journal of Marketing, January 1993, pp. 1-22.</p> <p>Aaker, David A: Measuring brand equity across products and markets. <i>California Management Review</i>; Spring 1996; 38, 3; pg. 102-120.</p> <p>G.S. Day: Diagnosing Product Portfolio. Journal of Marketing 1977/2, pp. 29 -38.</p>
Faculty:	All students

Title:	International Economic Transactions
Lecture hours:	20 (lectures) + 25 (classes)
Study period:	spring semester
Level:	bachelor
Location:	Wrocław
Examination:	activity, teamwork, test (classes), written exam (lectures)
Language:	English
Prerequisites:	principles of Macroeconomics and Microeconomics: basic knowledge of concepts and methodologies associated with the organization and technique of foreign trade in the company and the principles of settlement of contracts
Course content:	<p>Transaction cycle in international trade</p> <p>Documentation of transactions in international trade</p> <p>Insurance in foreign trade</p> <p>Identification of risks in international trade</p> <p>EU customs law - the basic regulations</p> <p>Characteristics of customs procedures</p> <p>Basic forms of international trade</p> <p>Specific forms of international trade</p> <p>The role of organized markets in international trade</p> <p>Intermediaries in international trade</p> <p>Elements of contract in international trade - classification, formal and negotiable elements</p> <p>Incoterms 2010</p>
Learning outcomes:	<p>Knowledge:</p> <p>Student describes technical aspects of international economic transaction</p> <p>Student knows basic regulations and procedures by EU customs code</p> <p>Students identifies documentation and risk factors in international trade</p> <p>Skills:</p> <p>Student analyzes documentation of international trade transactions</p> <p>Student creates contract in international trade</p> <p>Student compares various instruments and forms of international trade</p> <p>Competences:</p> <p>Student is aware of complexity of international trade environment</p> <p>Student is sensitive to legal aspects of contract in international trade</p> <p>Student cares about updating the knowledge regarding international economic environment</p>
Contact person:	dr Sebastian Bobowski; sebastian.bobowski@gmail.com
Literature:	<ol style="list-style-type: none"> 1. Aghion Philippe, Howitt Peter, Endogenous Growth Theory, MIT Press 1998. 2. Bhagwati Jagdish, Panagariya Arvind, Srinivasan T.N., Lectures on International Trade, 2nd Edition, MIT Press 1998. 3. Choi E. Kwan, Harrigan James, Handbook of International Trade, Basil Blackwell 2003. 4. Feenstra Robert, Advanced International Trade: Theory and Evidence, Princeton University Press 2003. 5. Krugman, Paul., Obstfeld, M., International Economics: Theory and Policy (8th edition). Boston: Pearson 2009. 6. Trebilcock Michael J., Howse Robert, The Regulation of International Trade, Third Edition, Routledge Taylor & Francis Group, London and New York 2005. 7. Charlton Andrew, Stiglitz Joseph E., Fair trade for all. How trade can promote development, Oxford University Press 2005. 8. WTO, UNCTAD, EC websites. 9. Stiglitz Joseph E., Globalization and Its Discontents, Oxford University Press 2004.
Faculty:	all students

Title:	Globalisation
Lecture hours:	15 (lectures)
Study period:	spring semester
Level:	bachelor
Location:	Wrocław
Examination:	paperwork
Language:	English
Prerequisites:	principles of Macroeconomics and Microeconomics
Course content:	<p>The Concept and Processes of Globalisation: Perspective & Consciousness Nation and State; Challenges to Sovereignty Government in a State of Confusion (Democracy is harder to do in Globalisation) International Relations and Geopolitics Religion, Fundamentalism, and Secularism The Clash of Civilizations? [in a sense: The West and Islam] Citizenship and Identity Inequality Matters Global Ethics, Corporate Social Responsibility Communications, Internet and the Media: Social Networking Media: Security, Privacy, Surveillance The Impact of the Internet on how we process information The Global City The Role of the United States in the Global Scene Africa and Globalisation Food Production and Security</p>
Learning outcomes:	<p>Knowledge: Student is able to characterize economic globalisation together with its institutional frameworks Student is able to describe the position of nation state in the global system Student is able to recognize all the challenges related to the cultural dimension of globalisation Skills: Student is able to verify the role and effectiveness of various multilateral institutions Student is able to discuss the place of individuals in the global system Student is able to assess the impact of technological progress and communication in the social dimension Competences: Student is sensitive to ethical aspects of globalisation's processes Student appreciate the consequences of globalisation and the problem of its sustainability Student is critical to the system of redistribution of the benefits and costs of globalisation</p>
Contact person:	Prof. Lewis Jillings; lewis.jillings@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. Steger, M. B., Globalization. A Very Short Introduction, Oxford University Press, Oxford, 2009 2. The New York Times, The Wall Street Journal, The Economist 3. The Independent, The Guardian, The Daily Telegraph
Faculty:	all students

Title:	Challenges of Economic Globalization
Lecture hours:	30 (lectures)
Study period:	spring semester
Level:	bachelor
Location:	Wrocław
Examination:	written exam (lectures)
Language:	English
Prerequisites:	principles of Macroeconomics and Microeconomics
Course content:	<p>Globalization of the XXI century - evolution of the process, key features, challenges</p> <p>Intellectual property and its limits</p> <p>International capital movement - key challenges</p> <p>Resource curse - fatal transactions and development of African states</p> <p>Reforming global reserve system</p> <p>Corporate governance</p> <p>Regionalization of trade</p> <p>Pillars of the global governance</p>
Learning outcomes:	<p>Knowledge:</p> <p>Student defines globalization, its actors and determinants</p> <p>Student distinguishes between different aspects of global problems and phenomenon</p> <p>Student identifies motives and alternatives of certain actions undertaken across the borders</p> <p>Skills:</p> <p>Student anticipates consequences of actions undertaken by different actors with supranational implications</p> <p>Student criticizes and discusses social and environmental context of activities by international business and institutions</p> <p>Student verifies utility of various improvements of global governance</p> <p>Competences:</p> <p>Student is sensitive to social and environmental aspects of economic globalization</p> <p>Student is able to manage changes and adjustments induced by external determinants</p> <p>Student is a credible and creative member of working groups challenging international economic issues</p>
Contact person:	dr Sebastian Bobowski; sebastian.bobowski@gmail.com
Literature:	<ol style="list-style-type: none"> 1. J. E. Stiglitz, Making globalization work, Oxford University Press, 2006 2. P. Krugman, M. Obstfeld, International Economics. Theory and Policy 8th Edition), Addison Wesley Publishing Company, 2009 3. J. E. Stiglitz, Globalization and Its Discontents, Oxford University Press, 2004 4. A. Charlton, J. E. Stiglitz, Fair trade for all. How trade can promote development, Oxford University Press, 2005 5. The Financial Times, The Economist, BBC News, and The International Herald Tribune 6. IMF, WTO, OECD, WSF, WEF, UN, G20, EU, ADB websites
Faculty:	all students

Title:	Public Finance
Lecture hours:	30
Study period:	winter
Level:	bachelor
Location:	Wrocław
Examination:	Final exam 50%, projects 30%, case study 20%
Language:	english
Prerequisites:	Microeconomics, Fundamentals of quantitative methods, Law, Social policy, Contemporary political systems
Course content:	Bringing knowledge on public finance and public finance policy, Training practical skills regarding evaluation of tax system, public expenditures, fiscal and monetary policy and public debt management Training practical skills regarding economic effects of public finance policy
Learning outcomes:	Possess knowledge regarding public sector economics theory, market failures caused by externalities and public goods Possess knowledge regarding principles of taxation, public expenditures, fiscal and monetary policy and public debt management Possess knowledge regarding impacts of social insurance and redistribution policies Understand public sector ways to address market failures caused by externalities and public goods Understand and analyse tax and expenditure policy Understand the theory and impacts of social insurance and redistribution policies
Contact person:	Dominika Fijałkowska, fjalkowskadominika@gmail.com , 71 36 80 751
Literature:	<ul style="list-style-type: none"> • Richard A. and Peggy B. Musgrave, Public Finance in Theory and Practice, Fifth Edition (New York: McGraw Hill, 1989). • Joseph E. Stiglitz, Economics of the Public Sector, Third Edition (New York: W.W. Norton & Co., 2000). • Harvey S. Rosen and Ted Gayer, Public Finance, Eighth Edition (New York: McGraw- Hill/Irwin, 2007). • Jonathan Gruber, Public Finance and Public Policy, Second Edition (New York: Worth Publishers, 2007). • Articles sent prior to each class
Faculty:	All

Title:	Fundamentals of financial markets
Lecture hours:	30
Study period:	Winter and Spring
Level:	bachelor
Location:	Wrocław
Examination:	Final test 60%, projects 20%, case study 20%
Language:	english
Prerequisites:	Microeconomics, Fundamentals of quantitative methods,
Course content:	This course provides a review of financial instruments and financial markets principles. The scope of this course is to present securities which represent each financial market segment from two perspectives: issuer perspective and investor perspective. The course also covers accounting and corporate finance principles with a focus on linking theory to practice.
Learning outcomes:	Possess knowledge regarding securities, parties and legal environment Possess knowledge regarding specific features of each security (shares, bonds, derivatives) Possess knowledge regarding IPO and listed companies Understand the possibilities to implement financial instruments as an issuer and investor Understand the role of financial institutions on financial markets Calculate rate of return of financial instruments Analyse the influence of events on financial markets
Contact person:	Dominika Fijałkowska, fjalkowskadominika@gmail.com , 71 36 80 751
Literature:	<ul style="list-style-type: none"> • L.J. Gitman, J. Madura: Introduction to Finance, Addison Wesley Longman, Inc., 2001 • M. Levinson: Guide to Financial Markets, Bloomberg Press, 2009 • La Porta et.al: 1997. Legal determinants of external finance. Journal of Finance 52, 1131-1150 • www.oecd.org • www.fese.be/en/
Faculty:	All

Title:	Development economics
Lecture hours:	Lecture – 30 hours
Study period:	Summer semester
Level:	Bachelor
Location:	Wrocław
Examination:	Passing the test after the end of lectures, preparation of papers, giving presentations.
Language:	English
Prerequisites:	Basic knowledge on microeconomics and macroeconomics. Qualifications connected with interpretation of economic, statistical data. Possibilities of macroeconomic models interpretation. Skills connected with and economic policies understanding.
Course content:	<ol style="list-style-type: none"> 1. Introduction – the essence, subject and scope of development economics 2. The indexes of development 3. Early development theories 4. The theories related to highly developed countries 5. The forerunning development theories oriented to less developed countries 6. Leading theories related to reasons of underdevelopment 7. Universal development theories 8. Policy of global economic organisations 9. Structural adjustments programs, new development paradigms. 10. Washington Consensus based policy and its consequences 11. International development assistance and initiatives aimed at poverty reduction 12. The Millennium goals 13. Economic situation in less developed countries 14. Development strategies and policies in chosen groups of countries.
Learning outcomes:	Knowledge on economic, social and environmental issues on development. Qualifications and competencies connected with interpretation of economic situation and economic policy changes. Ability of rational economic choices (including decision making, governance).
Contact person:	Dr Karol Kociszewski, karol.kociszewski@ue.wroc.pl, room 205 B, phone: 71 3680482
Literature:	<ol style="list-style-type: none"> 1. Fiedor B., Kociszewski K., <i>Ekonomia rozwoju</i>. Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu. Wrocław 2010 2. Kociszewski K. The global policy supporting the development of the LCDS - an attempt of synthetic assessment - in.: <i>Economic and Environmental Studies</i>, Vol. 10, No. 3 (15/2010), eds. R. Kudlak, J. Platje, September 2010 pages 283-305, Publisher: Opole University, Faculty of Economics, http://www.ees.uni.opole.pl/volumes_2010_03.html. 3. Kociszewski K., The role of European Union in international development support system in: <i>Global Challenges and policies of the European Union – Consequences for the “new member states”</i> eds. M. Piotrowska i L. Kurowski, <i>Research Papers of Wrocław University of Economics</i> No 59, Wrocław 2009 pp.. 237-247 4. Todaro M.P. <i>Economics of development</i>. Longman, London, New York. 1997
Faculty:	All students

Title:	Principles of macroeconomics
Lecture hours:	30 hrs – lectures, 30 hrs - classes
Study period:	Spring
Level:	Bachelor
Location:	Wrocław
Examination:	True/false test, problems and applications tasks, oral presentation
Language:	English
Prerequisites:	none
Course content:	<ol style="list-style-type: none"> 1. Introduction to macroeconomics 2. Measuring the economy (SNA definitions) 3. Modern macroeconomic theories. 4. The Keynesian-cross model 5. Goods and services market equilibrium: the IS curve 6. Financial market equilibrium: the LM curve 7. General Equilibrium in the IS – LM Model. The role of fiscal and monetary policies 8. The aggregate demand (AD) curve. The demand shocks. 9. The aggregate supply (AS) curve in the short and long run. The supply shocks. 10. Economic fluctuations in the AD-AS model. 11. Basic concepts in the open economy. Balance of payments. 12. Monetary and fiscal policies under the fixed exchange rate regime. 13. Monetary and fiscal policies under the floating exchange rate regime. 14. Labour market 15. Price stability
Learning outcomes:	This course provides an analytical framework for the understanding of the economy at the national level. This course will also analyze the purpose and functions of national income accounting, the components of Gross Domestic Product, the determinants of long run economic growth, the causes and costs of inflation and unemployment. In addition, this course will cover the economic impacts of fiscal and monetary policies and the differences between short run and long run macroeconomic aspects of the economy. Finally, this course will examine the macroeconomic effects of international trade and the determination of interest and exchange rates.
Contact person:	dr Radosław Kurach radoslaw.kurach@ue.wroc.pl
Literature:	Mankiw N. G., Taylor M. P (2008)., Economics, South-Western Cengage Learning. Internet resources will be also provided.
Faculty:	Bachelor in International Business

Title:	business journalism in international business				
Lecture hours:	15 lectures + 15 practical training				
Study period:	Summer				
Level:	bachelor				
Location:	Wrocław				
Examination:	test				
Language:	english				
Prerequisites:	basic knowledge dedicated to different aspects of journalist as a profession and a part of university studying				
Course content:	1.	media theory - press, radio, television, internet			
	2.	the law environment of journalism in poland - ustawa prawo prasowe (the press act)			
	3.	the rules of journalism dedicated to international business			
	4.	internationalization and globalization of media			
	5.	ethical and law problems as a result of the media commercialisation			
	6.	preparation of press kits			
	7.	interview preparation			
Learning outcomes:	student knows the rudiments of the journalist profession, student is able to prepare the press kit (press map), interview, to run the press business, student is able to understand the rules of profession, is able indicate problems connected with the commercialisation of media				
Contact person:	Dr hab. Jarosław Brach, Katedra MSG, jaroslaw.brach@ue.wroc.pl				
Literature:	Piórem i paragrafem. Praktyczny przewodnik dla dziennikarzy	Robert Socha	LexisNexis	Warszawa	2009
	Dziękartstwo	Chyliński M, Russ M.	Polskapresse	Warszawa	2008
Faculty:	International bussiness				

Title:	Intercultural Promotion	
Lecture hours:	30 h lecture	
Study period:	Winter semester	
Level:	Bachelor	
Location:	Wrocław	
Examination:	Group project	
Language:	English	
Prerequisites:	Principles of marketing	
Course content:	<ol style="list-style-type: none"> 1. The concept of promotion and place of promotion activities in marketing-mix 2. The concept of culture and its influence on promotional activities 3. Religion and values 4. Attitudes and habits 5. History, traditions 6. Symbols 7. Stereotypes and prejudices 8. Verbal and non-verbal communication 9. National advertising styles 10. Marketing failures due to disregard for cultural differences 11. Examples of strategies of selected companies 	
Learning outcomes:	<p>After attending this lecture a student should be able to:</p> <ul style="list-style-type: none"> • understand the concept of culture, its main elements and its influence on international marketing, including international promotion, • understand what kinds of problems can occur when companies ignore cultural differences, • know how to prepare properly when constructing promotional campaign on foreign markets (market research, etc.), • recognize what elements of culture can influence international promotion the most, • evaluate promotional strategies in the context of cultural differences and propose appropriate solutions, • prepare a promotional strategy on international markets taking into account cultural differences. 	
Contact person:	Aleksandra Kuźmińska-Haberla, Katedra MSG, email: aleksandra.kuzminska@ae.wroc.pl ; 691 375 779	
Literature:	<ol style="list-style-type: none"> 1. Marketing Across Cultures, J.C. Usunier, J.A. Lee, Pearson Education, 2005. 2. International Marketing, M.R. Czinkota, I.A. Ronkainen, South-Western, Div of Thomson Learning, 2006. 3. Intercultural Communication. A Contextual Approach, J. W. Neuliep, SAGE Publications, 2012. 4. Cross-Cultural and Intercultural Communication, William B. Gudykunst, SAGE Publications, 2003. 	
Faculty:	All students	

Title:	International Marketing	
Lecture hours:	30 h lecture + 15h classes	
Study period:	Winter semester	
Level:	Advanced	
Location:	Wrocław	
Examination:	Group project	
Language:	English	
Prerequisites:	Principles of marketing	
Course content:	<ol style="list-style-type: none"> 1. International marketing versus global marketing 2. Standardization versus adaptation 3. International marketing environment 4. Marketing research on international markets 5. The cultural environment in international marketing 6. Product on international markets 7. Promotion on international markets 8. Pricing 9. Distribution 	
Learning outcomes:	<p>After attending this lecture a student should be able to:</p> <ol style="list-style-type: none"> 1. Characterize the nature of marketing management on international markets 2. Describe the types of factors that managers must take into consideration when deciding whether adopt or standardize marketing strategies 3. Discuss the basic kinds of product policies and decisions made in international business 4. Discuss the factors that influence international promotional strategies and the blending of product and promotional strategies 5. Identify pricing issues and evaluate pricing decisions in international marketing <p>Discuss the elements that influence international distribution decisions</p>	
Contact person:	Aleksandra Kuźmińska-Haberla, Katedra MSG, email: aleksandra.kuzminska@ae.wroc.pl ; 691 375 779	
Literature:	<ol style="list-style-type: none"> 5. International Marketing, P.R. Ceteora, J.L. Graham, McGraw-Hill Companies, 2004. 6. International Marketing, M.R. Czinkota, I.A. Ronkainen, South-Western, Div of Thomson Learning, 2006. 7. Marketing Across Cultures, J.C. Usunier, J.A. Lee, Pearson Education, 2005. 8. International Business, R.W. Griffin, M.W. Pustay, Pearson Education, 2007. 9. International Business. The Challenges of Globalization, J.J. Wild, K.L. Han, J.C.Y. Han, Pearson Education, 2008. 10. International Business. Competing in the Global Marketplace, Ch.W.L. Hill, Irwin McGraw-Hill, 1998. 	
Faculty:	All students, Bachelor degree	

Title:	Economics of international trade				
Lecture hours:	30 lectures				
Study period:	summer				
Level:	bachelor				
Location:	Wrocław				
Examination:	test				
Language:	english				
Prerequisites:	Microeconomics, Globalization, Macroeconomics				
Course kontent:	<p>mechanism of creating of international trade - profit making and profit distribution</p> <p>the influence of taxes and customs duties on the income of the national budget</p> <p>understanding of reasons and results of TNC activities</p> <p>basic model samples of international trade, theoretical and practical aspects of the transfer pricing policy run by TNCs,</p> <p>the influence of exchanging of interest and exchange rates on the profitability of companies including daughter ones</p>				
Learning outcomes:	<p>student knows the factors/elements which influence on the international trade are there is able to identify them</p> <p>student possesses the competences in the field of processes taking place in the international business - factors - elements which have the influence on the exchange rates, the reasons for creating the international trade, the transfer-pricing policy run by TNC Corporations</p> <p>student knows the factors/elements which influence on the international trade are there is able to identify them</p>				
Contact person:	Dr hab. Jarosław Brach, KMSG, jaroslaw.brach@ue.wroc.pl				
Literature:	International Business	Griffin R.W., Pustay M.W.	Addison Wesley Longman	Massachusetts,	1999
	International Economics	Dunn R.M. jr., Ingram J.C	John Wiley&Sons, Inc,	New York	1996
Faculty:	International bussiness				

Title:	European Integration
Lecture hours:	30 hours of lectures / 30 hours of classes (workshops)
Study period:	Spring
Level:	Bachelor
Location:	Wrocław
Examination:	Multiple choice test at the end of semester and assignments prepared for classes
Language:	English
Prerequisites:	Basic knowledge in economics
Course content:	<ol style="list-style-type: none"> 1. Origins and history of European integration process 2. Theories and concepts of European integration (political and economic) 3. Institutional structure and decision making processes in the EU 4. Development of the European Communities and European Union; stages of economic integration 5. The basis of European Law and legal process 6. Groups of interests in the EU (diversity and variety in the EU) 7. Simulation of the adoption of EU regulation by the Council of the EU 8. Regional Policy of the European Union basis and aims 9. Creation of the aims of the EU Regional Policy - workshop and simulation 10. Creation of the Regional Development Program (Regional Operational Program) - simulation of the negotiation of regional authority with European Commission 11. Creation and basis of the Single European Market 12. The EU's Foreign, Security, and Defense Policies; European Union External Relations 13. Justice and home affairs 14. The Common Agricultural Policy 15. Solidarity in the Energy sector in the EU? – debate 16. Democracy and the European Polity; enlargement and the future of the European Union 17. Enlargement: yes or no? How? – Debate 18. Economic and Monetary Union. Problems with common currency in European Union and perspectives 19. The EU's Social Dimension 20. Environmental Policy of the European Union
Learning outcomes:	Participants of this lecture will gain knowledge about functioning of European Union, its institutions and decision making process in the European Union. Students will be able to assess current initiatives of EU institutions and their effectiveness. They will also understand ideas of particular EU policies and will be able to analyze them and evaluate.
Contact person:	Dr Łukasz Olipra, lukasz.olipra@ue.wroc.pl
Literature:	<ol style="list-style-type: none"> 1. European Union Politics, Third Edition, Edited by Michelle Cini and Nieves Perez-Solorzano Borragan, Oxford University Press 2009; 2. The European Union. How does it work? Second Edition, Edited by E. Bomberg, J. Peterson and A. Stubb, Oxford University Press 2009; 3. Economics of the European Union, Fourth Edition, Michael Artis, Federic Nixon, Oxford University Press 2007
Faculty:	All students

Title:	Civil and Commercial Law
Lecture hours:	45h lecture
Study period:	semestr zimowy
Level:	bachelor
Location:	Wrocław
Examination:	Multiple choice test exam
Language:	english
Prerequisites:	Fundamental knowledge about legal interpretation and sources of law, subject: Law
Course content:	Introduction to civil law, Subjects of civil law, Legal act and preconditions of their nullity, power of attorney, Concluding contracts, Civil obligations – creation, termination and responsibility, Contracts of sale and cession, Contracts of lease and leasing, Contracts of providing services, Partnerships, Companies, Jurisdiction in civil and commercial matters, Law applicable to contractual obligations, Arbitration method: lecture and discussion
Learning outcomes:	<p>Knowledge:</p> <ul style="list-style-type: none"> -knowledge on subjects of civil and commercial law -knowledge on legal actions and power of attorney -knowledge how to conclude contracts and shape, create and terminate civil obligations -knowledge on civil responsibility -knowledge on typical types of contracts like sale, cession and lease -knowledge on partnerships and companies -knowledge on private international law <p>skills:</p> <ul style="list-style-type: none"> -ability to find out relevant provisions of law related to providing of business activity -ability to use basic institutions of law related to providing business activity <p>-competence:</p> <ul style="list-style-type: none"> appreciation of legalism in business activity
Contact person:	Michał Stepień, michal.stepien@ue.wroc.pl , tel.: 71 3680-233
Literature:	Handbook of Polish law, W. Dajczak, A.J. Szwarc, P. Wiliński, Warszawa 2011 Polish commercial law, R. Lewandowski, Warszawa 2007
Faculty:	All students

Title:	Law
Lecture hours:	20h lecture, 10h classes
Study period:	semestr zimowy
Level:	bachelor
Location:	Wrocław
Examination:	Multiply choice test exam, dissertation (classes)
Language:	english
Prerequisites:	None
Course content:	Types of provisions present in legal acts, Interpretations of law, collision rules and legal reasoning, Sources of law, Branches of law: public and private law; substantive and procedural law, Principles of civil law, Subjective rights, Extinctive prescription method: lecture, classes, discussion
Learning outcomes:	<p>Knowledge:</p> <ul style="list-style-type: none"> -knowledge on types of provisions present in legal acts, sources of law and problem of binding power of law -knowledge on process of law application -knowledge of fundamental principles of civil law -knowledge on types of subjective rights, their creation, conveyancing, termination and extinctive prescription -knowledge on ownership and limited property rights -knowledge on type of contract and concluding of contracts <p>skills:</p> <ul style="list-style-type: none"> -ability to find binding law and to apply it -ability to find out formal preconditions of particular legal action -ability to use legal terminology in description of economic circulation <p>competences:</p> <ul style="list-style-type: none"> -awareness of function of law in democratic state -appreciation of legalism
Contact person:	Michał Stępień, michal.stepien@ue.wroc.pl , tel.: 71 3680-233
Literature:	Introduction to Law, J. Jabłońska-Bonca. Warszawa 2013 Handbook of Polish law, W. Dajczak, A.J. Szwarc, P. Wiliński, Warszawa 2011
Faculty:	All students

Title:	International protection of environment
Lecture hours:	30 lecturer, 20 workshops
Study period:	winter
Level:	bachelor
Location:	Wrocław
Examination:	Term paper, project, activity during the course
Language:	english
Prerequisites:	Microeconomics, Innovations and development of the world economy, Sustainable development economics
Course content:	The course is a compendium of knowledge on the fundamental issues and challenges of the international environment protection. Its aim is to show the impact of issues related to natural capital on the process of international business. It helps to understand the signification of sustainable development idea in contemporary economies both developed and delayed, especially in EU area. The learning methods: critical studies of the papers, interactive lectures, case studies, group workshops, creative projects
Learning outcomes:	<p>The student should know and understand the essence of contemporary environmental problems important in international business, relevant to global economy. The student should know and understand the contents and ideas concluded in global, regional (European) and national strategic documents (UN, EU, Poland). The student should know how to use in the international business practice the rules of sustainable development helpful for creating the "green" added value.</p> <p>The student is able to analyse the problem in the structural way in main areas of international environment protection activity. The student is able to create the international business strategy for the firm using the natural capital in their activity. The student is able to create the business activity based on sustainable development rules. The student is advanced in creative thinking for preparing the optimal solution in the area of international environment protection in business activity. The student is opened for the group cooperation preparing the joint solution of the problem in the area of international environment protection. The student is able to implement the theoretical knowledge to the business practice, especially in international business.</p>
Contact person:	dr Zbigniew Dokurno, zbigniew.dokurno@ue.wroc.pl , tel. 71 3680 930
Literature:	<ol style="list-style-type: none"> 1. Endres A., Environmental Economics, Cambridge University Press 2011 2. Marquita K. Hill, Understanding of Environmental Pollution, Cambridge University Press 2010 3. Rainey D.L., Sustainable Business Development, Cambridge University Press 2010 4. Munasinghe M., Sustainable Development in Practice, Cambridge University Press 2009 5. Wilson G., Furnis P., Kimbowa R., Environment, Development and Sustainability Perspectives and Cases from around the World, Oxford University Press, 2009
Faculty:	Economics, International Business, Management and Marketing