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| ***Title:*** | Economics of integration | |
| ***Lecture hours:*** | 30 h - lectures | |
| ***Study period:*** | Winter or spring semester | |
| ***Level:*** | Basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | A final written test in class, or a research project of about 15 pages on a topic to be agreed between the student and lecturer | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge of Macroeconomics | |
| ***Course content:*** | * Economics of European Integration and Transition (6 credits) * Selected Issues in EU Policy   This course provides a comprehensive analysis of the principal economic dimensions of international integration and the global economy. The following topics will be examined:   1. International economic integration, its benefits, its shortcomings, and its relationship with multilateral trade opening. 2. Economic integration theory. Integration schemes, forms, stages, tools. Theoretical models of heterogeneity, growth and competitiveness. Regional growth and location theories. Spatial effects of economic integration. Regional and global concentration, dispersal of economic activity. Impact of economic integration on the economic growth. Labour migration. Persistent distance decay effects in international trade. 3. Competition, industrial policies, spatial location of economic activity. Importance of economic geography and international trade as determinants of industrial location. 4. Market integration. Trade agreements as a mechanism to integrate the markets of two or more countries. Preferential trading arrangements, open multilateral system. 5. Regional/ cohesion policy. Regional integration of production systems. Clusters. Spatial income disparities. Economic, social and territorial cohesion. European territorial cooperation. 6. Tax competition and harmonisation of corporate tax rates in Europe. International taxation of cross-border flows of capital income. 7. The International Monetary Fund. European financial integration. Common budget. 8. Monetary integration. The case of Eurozone. Asymmetric shocks. 9. Transnational corporations. Foreign direct investment. International mergers and acquisitions. 10. European integration within the global context of regional integration – a case of functional or territorial approach? European competitiveness. | |
| ***Learning outcomes:*** | Knowledge of economic aspects of European integration and the policy areas it is occur in. Understanding theories of economic integration. | |
| ***Contact person:*** | Jerzy Ładysz, Ph.D.  jerzylad@gmail.com | |
| ***Literature:*** | 1. Jovanovic Miroslav N. (ed.) *International Handbook on the Economics of Integration*, Volume I, *General Issues and Regional Groups,* United Nations Economic Commission for Europe, Switzerland and Global Studies Institute, University of Geneva, Geneva 2011. 2. Jovanovic Miroslav N. (ed.) *International Handbook on the Economics of Integration*, Volume II, *Competition, Spatial Location of Economic Activity and Financial Issues,* United Nations Economic Commission for Europe, Switzerland and Global Studies Institute, University of Geneva, Geneva 2011. 3. Jovanovic Miroslav N. (ed.) *International Handbook on the Economics of Integration*, Volume III, *Factor Mobility, Agriculture, Environment and Quantitative Studies,* United Nations Economic Commission for Europe, Switzerland and Global Studies Institute, University of Geneva, Geneva 2011. 4. Baldwin R., Wyplosz Ch., *The Economics of European Integration*, McGraw-Hill, 2nd edition, April 2006. 5. *Consolidated versions of the Treaty on European Union and the Treaty on the Functioning of the European Union and the Charter of Fundamental Rights of the European Union*, Council of the European Union, Brussels, 28 May 2010. 6. El-Agraa A., Ardy B. (ed.), *The European Union. Economics and Policies*, Cambridge University Press, 9th edition, Cambridge 2011. 7. *Europe 2020. A strategy for smart, sustainable and inclusive growth*, European Commission, COM(2010) 2020, Brussels, 3.3.2010. 8. Neal L., *The Economics of Europe and the European Union,* University of Illinois, Urbana-Champaign, 2007. 9. *Territorial Agenda of the European Union 2020. Towards an Inclusive, Smart and Sustainable Europe of Diverse Regions*, agreed at the Informal Ministerial Meeting of Ministers responsible for Spatial Planning and Territorial Development on 19th May 2011 Gödöllő, Hungary | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | tak - nazwa przedmiotu: Ekonomia integracji europejskiej  wydział: Ekonomii, Zarządzania i Turystyki  kierunek: Ekonomia  rok: II |

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| ***Title:*** | Public safety management | |
| ***Lecture hours:*** | 15 h - lectures | |
| ***Study period:*** | Winter or spring semester | |
| ***Level:*** | Basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | A final written test in class, or a research project of about 15 pages on a topic to be agreed between the student and lecturer | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge of Macroeconomics | |
| ***Course content:*** | * Economics of European Integration and Transition (6 credits) * Selected Issues in EU Policy   Public safety plays a critical role in supporting economic growth and vitality by reducing the cost of crime and enhancing the desirability of  communities as places to live and locate businesses. Public safety systems affect well-being, quality of life and economic prosperity. Fast response times and proportional resource allocation are the keys to effective public safety and emergency management activities.  This course provides a comprehensive analysis of the principal economic dimensions of public safety and the emergency management. The following topics will be examined:   1. Theory of safety. Direct and indirect costs of crime and disasters. Economic and social cost of crime incident and response. 2. Hazardous materials release, critical infrastructure, pollution prevention, fire protection, police protection. 3. Security threats, natural and manmade disasters, disaster lifecycle, crime, terrorist incidents, weapons of mass-destruction, illegal movement of people and goods. 4. Emergency management response, risk management, protection of citizens, crisis prevention and disaster preparedness. 5. Pre-disaster vulnerability assessments, post-disaster damage assessments. Preliminary damage assessments, estimating costs to repair, replace, or restore a facility to pre-disaster condition. 6. Public safety services, public safety agencies, national emergency management system. Cross-border cooperation in public safety. Culture of safety in an organization or community. 7. Accelerating economic growth and vitality through smarter public safety management. Assessment of risk, risk-reduction recommendations. | |
| ***Learning outcomes:*** | Knowledge of economic aspects of public safety and emergency management. | |
| ***Contact person:*** | Jerzy Ładysz, Ph.D.  jerzylad@gmail.com | |
| ***Literature:*** | 1. Amdahl G. *Disaster Response: GIS for Public Safety*, ESRI Press, 2001. 2. Hartley K., Sandler T. (ed.) *Handbook of defence economics*, Elsevier, Amsterdam 1995. 3. Kunreuther H., Useem M. *Learning from Catastrophes: Strategies for Reaction and Response*, Pearson Prentice Hall, 2009. 4. Ross A.L. (ed.) *The political economy of defence*, New York 1991. 5. Sułek M., *Programowanie gospodarczo-obronne*, Bellona, Warszawa 2008. | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | tak - nazwa przedmiotu: Zarządzanie kryzysowe w administracji publicznej  wydział: Ekonomii, Zarządzania i Turystyki  kierunek: Zarządzanie  rok: I , 2 stopień studiów |

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| ***Title:*** | Spatial analysis | |
| ***Lecture hours:*** | 15 h - lectures | |
| ***Study period:*** | Winter or spring semester | |
| ***Level:*** | Basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | A final written test in class, or a research project of about 15 pages on a topic to be agreed between the student and lecturer | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge of Economic Geography, Macroeconomics | |
| ***Course content:*** | * Economics of European Integration and Transition (6 credits) * Selected Issues in EU Policy   Spatial analysis is a set of techniques for analyzing spatial data. For inputting, storing, managing, analyzing and mapping spatial data are used  geographical information systems (GIS). This course considers the role each of these functions can play in economics. GIS can map economic data with a spatial component, generate additional spatial data as inputs to statistical analysis, calculate distances between features of interest and define neighborhoods around objects. GIS also introduces economics to new data. For example, remote sensing provides large amounts of data on the earth's surface. These data are of inherent interest, but can also provide an exogenous source of variation and allow the construction of innovative instrumental variables. Spatial analysis is widely used in public administration on all levels. For example, Urban and Regional Studies deal with large tables of spatial data obtained from censuses and surveys. The European Observation Network for Territorial Development and Cohesion (ESPON) is a GIS-based European Union research program established to support policy development in relation to the aim of territorial cohesion and a harmonious development of the European territory by: 1) providing comparable information, evidence, analyses and scenarios on territorial dynamics and 2) revealing territorial capital and potentials for development of regions and larger territories contributing to European competitiveness, territorial cooperation and a sustainable and balanced development.  The course will examine the following topics:   1. Fast development of spatial analysis as a key tool in economics. 2. How to use GIS in economic analysis:  * methods of spatial analysis of economic data, * mapping inter-temporal changes in an economic indicator, * inter-spatial variations by presenting color-coded or symbol-coded thematic maps, * comparing of multiple locations for faster decision making, * assessment of territorial impact, * mapping economic data with GIS, * GIS analyzing tools such as visualization of actual distribution, buffering, * GIS for economic development, * GIS for urban and regional development, * GIS for state, regional and local administration, * GIS in tourism. | |
| ***Learning outcomes:*** | Knowledge of various applications of spatial analysis in managerial economics and the policy areas it is occur in. Understanding the GIS tools. | |
| ***Contact person:*** | Jerzy Ładysz, Ph.D.  jerzylad@gmail.com | |
| ***Literature:*** | 1. Bolstad, P. (2005) *GIS Fundamentals: A first text on Geographic Information Systems*, Second Edition. White Bear Lake, MN: Eider Press 2. Chang, K. T. (2008) *Introduction to Geographical Information Systems*. New York: McGraw Hill 3. *GIS for Economic Development*, ESRI, <http://www.esri.com/~/media/Files/Pdfs/library/bestpractices/economic-development.pdf> 4. *GIS Solutions for Community Development*, ESRI, <http://www.esri.com/~/media/Files/Pdfs/library/brochures/pdfs/gis-sols-for-commdev.pdf> 5. Henry G. Overman (2006) *Geographic Information Systems (GIS) and Economics*, the New Palgrave Dictionary of Economics, <http://personal.lse.ac.uk/overman/research/GIS_and_economics_web.pdf> 6. Longley, P.A., [Goodchild, M.F.](http://en.wikipedia.org/wiki/Michael_Frank_Goodchild), Maguire, D.J. and [Rhind, D.W.](http://en.wikipedia.org/wiki/David_William_Rhind) (2005) *Geographic Information Systems and Science*. Chichester: Wiley. 2nd edition 7. *Managing GIS 2*, ESRI, <http://www.esri.com/library/ebooks/managing-gis-2.pdf> 8. *What is GIS?,* ESRI, <http://www.esri.com/library/bestpractices/what-is-gis.pdf> 9. Worboys, Michael, and Matt Duckham (2004) *GIS: a computing perspective*. Boca Raton: CRC Press | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | tak - nazwa przedmiotu: Geograficzne Systemy Informacyjne w turystyce  wydział: Ekonomii, Zarządzania i Turystyki  kierunek: Turystyka  rok: III |

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| ***Title:*** | ***BUSINESS ETHICS*** | |
| ***Lecture hours:*** | *15* | |
| ***Study period:*** | *Winter or Spring* | |
| ***Level:*** | *Intermediate* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Attendance, Active Participation and Essay* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Good English language skills* | |
| ***Course content:*** | 1. ***Introduction to Business Ethics***   *Morality and ethics; Scope, nature and purposes of Business Ethics*   1. ***Ethical Theory – Tools, Concepts and their Application***   *Utilitarianism; Kantian ethics; Personalism; Moral responsibility, Justice; Moral dilemmas; Psychological difficulties of ethical decisions*   1. ***The Nature of the Firm and Purposes of Managers***   *Purposes and forms of business activity and the role of profit, ‘Managerial capitalism’ vs. Social responsibility of corporations*   1. ***Ethical Treatment of Employees***   *Employee rights and employee duties; Hiring and firing; The fair wage; Occupational risk; Diversity and discrimination; Workplace privacy; Mobbing and sexual harassment; Trade unions; Whistle-blowing*   1. ***Relations with Suppliers and Customers. Fair Competition***   *Information in business relations; Marketing; Advertising; Consumer risk; Principles of positive competition; Fair and unfair competition*   1. ***Ethical Issues in Finance, Banking and Accounting***   *Fiduciary duties; Creative accountancy; Banking issues: credit and confidentiality; Information and manipulation in capital markets; Responsibility of investors, Ethical standards of finance professionals*   1. ***Ethical Issues in International Business***   *Moral relativism vs. moral universalism; Multinational corporations; Sweatshops and bribery; International business ethics initiatives*   1. ***Making Ethics Work in Managing a Firm***   *Tools of ethical management, Corporate culture, Codes of ethics, Structures and procedures, Problems of Corporate Social Responsibility* | |
| ***Learning outcomes:*** | *Awareness and sensitivity to the moral dimension of business activities; Familiarity with the most important moral problems in contemporary business; Practical abilities of using tools of Ethics to solve moral problems in everyday business situations, including moral dilemmas* | |
| ***Contact person:*** | *mgr Karol Fjałkowski –* [*karol.fjalkowski@ue.wroc.pl*](mailto:karol.fjalkowski@ue.wroc.pl) | |
| ***Literature:*** | *Velasquez M.G., Business Ethics. Concepts and Cases. Fourth Edition, Prentice-Hall, 1998*  *Snoeyenbos M., Almeder R., Humber J. (Eds.), Business Ethics. Third Edition, Prometheus Books, 2001*  *An Introduction to Business Ethics, Edited by G.D. Chryssides and J.K. Kaler, London 1993* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

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| ***Title:*** | *BUSINESS IN DIGITAL ECONOMY* | |
| ***Lecture hours:*** | *Lecture and case study: 30 hours* | |
| ***Study period:*** | *Winter or spring semester* | |
| ***Level:*** | *Intermediate* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Case study, essay and attendance* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics* | |
| ***Course content:*** | *Markets in digital economy differ significantly from traditional markets of tangible commodities. Music, movies, computer programs, video games can be duplicated without significant additional cost. Internet and digital media allow for an easy and fast search of content relevant and interesting for buyers as well as for an easy comparison of offers and prices.*  *The main goal of the course is to let students understand, analyze and make conscious decisions connected with digital economy. This can be done only while teaching about technological and legal basics of exchange within digital economy as well as theoretical framework of economic analysis.*  *The content of the course includes: (1) Basic terms and issues, (2) Intellectual property law – the case study of music industry, (3) Power law – measuring popularity, (4) New business models, (5) Long tail economy – fact or fiction?, (6) Markets for services in digital economy, (7) Financing internet services: Google approach vs. Microsoft approach, (8) Markets for video games – transition towards new business models.* | |
| ***Learning outcomes:*** | *In the course of study the student should:*   * *Posess theoretical economic framework of analysis of digital economy.* * *Comprehend technological and legal boundaries of digital economy.* * *Distinguish and describe various effects occurring in digital economy.* * *Describe various new business models which emerged in the process of development of digital economy.* * *Asses and criticize new business models as well as evaluate their usefulness in various conditions and situations.* * *Distinguish and assess the applicability of patents and copyrights to various parts of digital economy.* | |
| ***Contact person:*** | *Mikolaj Klimczak*  *Department of Microeconomics and Institutional Economics*  *Phone: +48 71 3680 196*  *Email:* [*mikolaj.klimczak@ue.wroc.pl*](mailto:mikolaj.klimczak@ue.wroc.pl) | |
| ***Literature:*** | 1. *David Easley, Jon Kleinberg, Networks, Crowds, and Markets: Reasoning About a Highly Connected World,* [*http://www.cs.cornell.edu/home/kleinber/networks-book/*](http://www.cs.cornell.edu/home/kleinber/networks-book/) 2. *Erik Brynjolfsson, Brian Kahin, Understanding the digital economy: data, tools, and research, MIT Press, 2002* 3. *Gerhard Illing, Martin Peitz, Industrial Organization And the Digital Economy, MIT Press, 2006* 4. *Oz Shy, The Economics of Network Industries, Cambridge University Press, 2001* 5. *Don Tapscott, Anthony D. Williams, Wikinomics: How Mass Collaboration Changes Everything, Penguin Group US, 2008* 6. *Chris Anderson, The Long Tail: Why the Future of Business is Selling Less of More, Hyperion, 2006*   *Supplementary books and articles may be used.* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak* | *Tytuł: Biznes w gospodarce cyfrowej*  *Wydział Nauk Ekonomicznych*  *Kier.: ekonomia*  *Spec.: wszystkie*  *Rok: magisterski II* |

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| ***Title:*** | *Challenges of Economic Globalization* | |
| ***Lecture hours:*** | *15 (lectures)* | |
| ***Study period:*** | *fall semester* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *activity, written project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *principles of Macroeconomics and Microeconomics* | |
| ***Course content:*** | *Globalization of the XXI century - evolution of the process, key features, challenges*  *Intellectual property and its limits*  *International capital movement - key challenges*  *Resource curse - fatal transactions and development of African states*  *Reforming global reserve system*  *Corporate governance*  *Regionalization of trade*  *Pillars of the global governance* | |
| ***Learning outcomes:*** | *Knowledge:*  *Student defines globalization, its actors and determinants*  *Student distinguishes between different aspects of global problems and phenomenon*  *Student identifies motives and alternatives of certain actions undertaken across the borders*  *Skills:*  *Student anticipates consequences of actions undertaken by different actors with supranational implications*  *Student criticizes and discusses social and environmental context of activities by international business and institutions*  *Student verifies utility of various improvements of global governance*  *Competences:*  *Student is sensitive to social and environmental aspects of economic globalization*  *Student is able to manage changes and adjustments induced by external determinants*  *Student is a credible and creative member of working groups challenging international economic issues* | |
| ***Contact person:*** | *dr Sebastian Bobowski; sebastian.bobowski@gmail.com* | |
| ***Literature:*** | 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* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | ***tak*** | *Challenges of Economic Globalization* |

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| ***Title:*** | ***ECONOMICS OF RELIGION*** | |
| ***Lecture hours:*** | *15* | |
| ***Study period:*** | *Winter or Spring* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Attendance and Essay* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics* | |
| ***Course content:*** | 1. ***Introduction to the Economic Study of Religion***   *Religion and Science; Scientific theories of religion; Economics and the ‘economic approach’ to human behavior; The Economics of Religion*   1. ***Theory of Religious Consumption***   *Religious needs and demand for religion; Applying G. Becker’s consumer theory, risk and opportunity cost analysis to religious consumption*   1. ***Theory of Religious Production, Markets, Church-State Relations***   *Church/sect dichotomy; Formal models of church and sect; Reducing free-riding in sects; Economic theories of churches; Consequences of religious market structure; Dynamics of the religious economy; Political economy of church-state relations; Why do governments favor religion?*   1. ***Economic Perspectives on the History of Religion***   *Monotheism; Medieval Church; Monasticism; Crusades; Protestant Reformation; Doctrinal innovations: baptism at infancy, usury regulations, hell, purgatory and indulgences, salvation; Secularization?*   1. ***Economic Consequences of Religion***   *Religion and the economy, M. Weber’s ‘Protestant Ethic and Spirit of Capitalism’ – discussion, Religions and economic incentives and attitudes* | |
| ***Learning outcomes:*** | *Economics of Religion is a study of religious beliefs, behavior and organizations from an economic, ‘market’ or ‘rational choice’ perspective. Learning outcomes include: Understanding of the scope and limitations of the scientific study of religion, Comprehension of the specificity of the economic method of studying religion, Knowledge of the achievements of Economics of Religion in explaining religious phenomena and their relations with economic decisions and outcomes.* | |
| ***Contact person:*** | *mgr Karol Fjałkowski –* [*karol.fjalkowski@ue.wroc.pl*](mailto:karol.fjalkowski@ue.wroc.pl) | |
| ***Literature:*** | *L. Iannaccone, Introduction to the Economics of Religion, “Journal of Economic Literature”, 1998, 36 (3), pp. 1465-1495*  *L. Witham, Marketplace of the Gods: How Economics Explains Religion, Oxford University Press, 2010*  *C. Azzi and R. Ehrenberg, Household Allocation of Time and Church Attendance, “Journal of Political Economy”, 1975, 83 (1), pp. 27-56*  *B.B. Hull and F. Bold, Towards an Economic Theory of the Church, “International Journal of Social Economics”, 1989, 16 (7), pp. 5-15*  *U. Blum and L. Dudley, Religion and Economic Growth: Was Weber Right?, “Journal of Evolutionary Economics”, 2001, 11 (2), pp. 207-30* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

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| ***Title:*** | ***EMERGING ECONOMIES IN INTERNATIONAL BUSINESS*** | |
| ***Lecture hours:*** | *15h (lecturers) + 15h (tutorials)* | |
| ***Study period:*** | *Winter and spring semester* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Projects prepared by students, written/oral examination* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Principles of economics and international economics* | |
| ***Course content:*** | ***Topic 1: Overview of the course and methods of analysis***  ***Topic 2: China as emerging economy***  ***Topic 3: Latest development of India***  ***Topic 4: South American economies***  ***Topic 5: Emerging Africa***  ***Topic 6: Central and East European countries***  ***Topic 7: Multinationals from emerging countries***  *Each topic consists of lectures and tutorials, when case studies will be analyzed.* | |
| ***Learning outcomes:*** | *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.* | |
| ***Contact person:*** | *Dr Artur Klimek (artur.klimek@ue.wroc.pl)* | |
| ***Literature:*** | *Handbook of economic growth, P. Aghion, S. Durlauf, North Holand, Elsevier, 2005*  *International Economics, T.A. Pugel, The McGraw-Hill Companies, 2009*  *Additional sources: OECD, World Bank, United Nations, various academic journals* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *nie* |

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| ***Title:*** | ***International Marketing*** | | |
| ***Lecture hours:*** | *30 h lecture* | |  |
| ***Study period:*** | *Spring semester* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Group project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Principles of marketing* | | |
| ***Course content:*** | 1. *International marketing versus global marketing*  * *Differences between export, international and global marketing* * *Characteristic of international and global marketing*  1. *Standardization versus adaptation*  * *Factors that influence standardization and adaptation in international marketing*  1. *International marketing environment*  * *Elements of environment that influence managers decisions in international business*  1. *Marketing research on international markets* 2. *The cultural environment in international marketing*  * *The concept of culture* * *Elements of culture that influence international marketing*  1. *Product on international markets*  * *Factors influencing product strategies* * *Product strategies* * *Brand and product names* * *Country of origin effect*  1. *Promotion on international markets*  * *Factors influencing promotion strategies* * *Blending product and promotional strategies* * *International advertising*  1. *Pricing*  * *Factors that affect pricing decisions* * *Pricing policies*  1. *Distribution*  * *Designing distribution channels on international markets* * *Distribution problems on international markets* | | |
| ***Learning outcomes:*** | *After attending this lecture a student should be able to:*   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*   *Discuss the elements that influence international distribution decisions* | | |
| ***Contact person:*** | *Aleksandra Kuźmińska, Katedra MSG, email:* [*aleksandra.kuzminska@ae.wroc.pl*](mailto:aleksandra.kuzminska@ae.wroc.pl); 691 375 779; *Marcin Haberla, email:* [*marcin.haberla@ue.wroc.pl*](mailto:marcin.haberla@ue.wroc.pl) | | |
| ***Literature:*** | 1. International Marketing, P.R. Ceteora, J.L. Graham, McGraw-Hill Companies, 2004. 2. International Marketing, M.R. Czinkota, I.A. Ronkainen, South-Western, Div of Thomson Learning, 2006. 3. Marketing Across Cultures, J.C. Usunier, J.A. Lee, Pearson Education, 2005. 4. International Business, R.W. Griffin, M.W. Pustay, Pearson Education, 2007. 5. International Business. The Challenges of Globalization, J.J. Wild, K.L. Han, J.C.Y. Han, Pearson Education, 2008. 6. International Business. Competing in the Global Marketplace, Ch.W.L. Hill, Irwin McGraw-Hill, 1998. | | |
| ***Faculty:*** | *All students* | | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak* | *Marketing międzynarodowy*  *Wydział: NE*  *kierunek: MSG, IB*  *specjalność: BM, PNJRE, ZPiFS, IB*  *rok: III, stopień – studia licencjackie* ***(SEMESTR ZIMOWY)*** | |

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| ***Title:*** | ***The Cultural Environment of International Business*** | | |
| ***Lecture hours:*** | *30 h (interactive lecture)* | |  |
| ***Study period:*** | *Winter semester* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Group project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *None* | | |
| ***Course content:*** | 1. *Conception of culture*  * *Definitions* * *Dimensions of culture* * *Main characteristics*  1. *Elements of culture*  * *Verbal Language* * *Body language* * *Religion* * *Walues and customs* * *Symbols*  1. *International business*  * *Conception and areas of international business*  1. *International business orientations* 2. *Main cultural orientations* 3. *Cultural environment of marketing*  * *Standardization or adaptation?* * *Marketing research in intercultural environment*  1. *Cultural environment of management*  * *Different management styles*  1. *Cultural environment of negotiations*  * *Profiles of negotiators from different cultures* | | |
| ***Learning outcomes:*** | *The module will allow students to develop their understanding of cultural aspects of international business. Students will find out about main cultural orientations, different negotiation styles, management styles, etc. After completing the module students should achieve competence to work within international business environment.* | | |
| ***Contact person:*** | *Aleksandra Kuźmińska-Haberla, Katedra MSG, email:* [*aleksandra.kuzminska@ae.wroc.pl*](mailto:aleksandra.kuzminska@ae.wroc.pl); 691 375 779 | | |
| ***Literature:*** | 1. Deresky H., *International Management: Managing Across Borders and Cultures*, Prentice Hall, Upper Saddle River, New Jersey 2000. 2. Ferraro G.P., *The Cultural Dimension of International Business,* Prentice Hall, Upper Saddle River, New Jersey 2002. 3. Gesteland R.R., *Cross – Cultural Business Behavior. Marketing Negotiating and Managing Across Cultures*, Copenhagen Business School Press, Copenhagen 2001. 4. Hofstede G., *Cultures and Organizations. Intercultural Cooperation and Its Importance for Survival. Software of the Mind*, HarpersCollinsPublishers, 1994. 5. Katz L., *Negotiating International Business: The Negotiator’s Reference Guide to 50 Countries Around the World*, Lothar Katz, 2006. | | |
| ***Faculty:*** | *All students* | | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak* | *Kulturowe uwarunkowania biznesu międzynarodowego*  *Wydział: NE*  *kierunek: MSG,IB*  *specjalność: BM, MGP, ZPiFS, IB*  *rok: I MSU* ***(SEMESTR LETNI)*** | |

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| ***Title:*** | Droit des affaires | |
| ***Lecture hours:*** | 15h (*lectures)* | |
| ***Study period:*** | semestre d'automne/semestre de printemps | |
| ***Level:*** | niveau de base | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Examen écrit | |
| ***Language:*** | français | |
| ***Prerequisites:*** | cours de droit | |
| ***Course content:*** | - L'entreprise individuelle exploitée par une personne physique  - La formation de la sociéte  - Le fonctionnement de la sociéte  - Les formes de sociéte  - La durée de la société  - Les caractéristiques de la compagnie  - L'organisation de la compagnie  - Le financement de l’entreprise  - La protection de l’entreprise  - Les divers aspects du droit des affaires  - Le droit public économique  - Les concessions en Pologne  - Les marchés publics  - La Concurrence | |
| ***Learning outcomes:*** | Acquisition de connaissances:  L'objectif principal du cours „Droit des affaires” est de permettre à l’étudiant d’acquérir des connaissances de base en droit pour lui permettre d’identifier des problèmes éventuels qui peuvent se poser à lui dans la gestion courante d’une entreprise. Ainsi, il pourra les prévenir et minimiser les coûts pour l’entreprise.  Aptitudes: L'étudiant doit être en mesure: d’expliquer le fonctionnement du système des sociétés en Pologne et d’expliquer certaines notions fondamentales de droit économique (public et privé) en Pologne.  Compétence: Le but de ce cours est de permettre à l'étudiant(e) d'acquérir des connaissances générales théoriques et pratiques en droit économique, lesquelles lui permettront d'avoir une vue d'ensemble des différentes situations susceptibles de se présenter à lui dans le monde des affaires et d'en saisir l'essentiel des impacts juridiques. | |
| ***Contact person:*** | Dr Jan Gola - jan.gola@ue.wroc.pl | |
| ***Literature:*** | - A. Braud, *L'essentiel du droit commercial et des affaires*, Paris 2012  - D. Linotte, R. Romi, *Droit public économique,* Paris 2012  - A. Kidyba, *Prawo handlowe*, Warszawa 2012  - K. Strzyczkowski, *Publiczne prawo gospodarcze*, Warszawa 2012 | |
| ***Faculty:*** | Cours pour tous les étudiants | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu:Prawo gospodarcze*  *wydział:Wydział Nauk Ekonomicznych/ Wydział Inżynieryjno-Ekonomiczny*  *kierunek:ekonomia(NE), zarządzanie i inżynieria produkcji(IE)*  *specjalność:różne*  *rok:3(I stopnia)- IE, 1(II stopnia)-NE* |

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| ***Title:*** | *Academic Science in Knowledge Economies* | |
| ***Lecture hours:*** | *15 hrs lecture, 5 hrs seminar* | |
| ***Study period:*** | *Summer semester* | |
| ***Level:*** | *advanced* | |
| ***Location:*** | *Wrocław or Jelenia Góra* | |
| ***Examination:*** | *A report as an outcome of student's own research on agreed topics* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Micro and macroeconomics course completed* | |
| ***Course content:*** | * *The theory of endogenic growth; the importance of knowledge in the economic growth creation; the role of scientific research expenditures in the economic growth creation.* * *The theory of sectors; knowledge sectors in modern economies.* * *Knowledge-Based Economy-description, characteristics; Knowledge-Based Economy vs. The New Economy;* *measuring the level of the Knowledge-Based Economy development.* * *The conditions of the KBE development. The science. Universities evolution or revolution? Enterpreneurial universities. 3G University.* * *The post-academic science. Clusters. Industrial science. Academic enterpreneurship, spin-offs, spin-outs, faculty enterprises.* * *Institutional conditions of the post academic science development. Financing, venture capital, tax allowances, law regulations, knowledge commercialization.*   *Teaching methods: lecture on which these subjects will be described and seminar on which the complementary for lecture's subjects will be given, described and discussed in order to let the students write their final paper.* | |
| ***Learning outcomes:*** | *The general knowledge on the sources of economic growth and on the challenges faced by universities. The aim of the lecture is to focus students attention on the modern problems of economic development.* | |
| ***Contact person:*** | *Elżbieta Pohulak-Żołędowska, dr,* [elzbieta.pohulak-zoledowska@ue.wroc.pl](mailto:elzbieta.pohulak-zoledowska@ue.wroc.pl)*, 757538252* | |
| ***Literature:*** | 1. *Bok D.:* Universities in the Marketplace. The Commercialization of Higher Education*, Princeton University Press, 2003* 2. *Etzkowitz H.:* The Triple Helix. University-Industry-Government Innovation in Action*, Routledge, 2008.* 3. *Krimsky S.:* Nauka skorumpowana?*, PIW 2006* 4. *Ziman J.:* Real Science.What it is and what it means*, Cambridge University Press, 2000.* 5. *Wissema J.G.:* Uniwersytet Trzeciej Generacji. Uczelnia XXI wieku*. WCTT, 2009.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *no* |

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| ***Title:*** | *Knowledge in Contemporary Economies* | |
| ***Lecture hours:*** | *15 hrs lecture* | |
| ***Study period:*** | *Both winter and summer semesters* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław or Jelenia Góra* | |
| ***Examination:*** | *A report as an outcome of student's own research on agreed topics* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic micro and macroeconomics* | |
| ***Course content:*** | * *Knowledge based economy – features, phenomenon’s determinants, measurement of the phenomenon.* * *Knowledge Assesment Methodology – the World Bank methodology in assessing the level of knowledge within world’s economies. KAM elements, Knowledge Economy Index (KEI), Knowledge Indeks (KI)* * *Types of economies – industrial, post-industrial, cognitive and their links and interdependencies with knowledge sources.* * *Science as a condition of Knowledge Based Economies development* | |
| ***Learning outcomes:*** | *The extended knowledge on the knowledge based economies, their measurement, size and features. The aim of the lecture is to focus students attention on the modern problems of economic development.* | |
| ***Contact person:*** | *Elżbieta Pohulak-Żołędowska, dr, elzbieta.pohulak-zoledowska@ue.wroc.pl, 757538252* | |
| ***Literature:*** | *Thurow L.C.: Powiększanie bogactwa. Nowe reguły gry w gospodarce opartej na wiedzy, Wydawnictwo Helion, 2006.*  *Toffler A. i H.: Rewolucyjne Bogactwo, Kurpisz S.A., Przeźmierowo 2007*  *Krimsky S.: Nauka skorumpowana?, PIW 2006*  *Ziman J.: Real Science.What it is and what it means, Cambridge University Press, 2000.*  *Banerski G. et al : Przedsiębiorczość akademicka – raport z badania, PARP, Warszawa 2009*  *Wissema J.G.: Uniwersytet Trzeciej Generacji. Uczelnia XXI wieku. WCTT, 2009.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *no* |  |

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| ***Title:*** | *European Project Management* | |
| ***Lecture hours:*** | *15 hours – lecture*  *15 hours - workshop* | |
| ***Study period:*** | *Spring, Winter* | |
| ***Level:*** | *Specialization Course* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Lectures – exam*  *Workshops - presentation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge about management and European integration* | |
| ***Course content:*** | ***Lectures:***  *1. Policy, Programs and European Projects (2 h)*  *2. Institutional Participants of European Projects (1h)*  *3. Project Management Methodology (2h)*  *4. Project Planning (1 h)*  *5. Project Team Management (2h)*  *6. Communication in the Project (2h)*  *7. Evaluation of the Project (2h)*  *8. Legal Aspects of Innovation (2h)*  *9. International Cooperation (1h)*  ***Workshops:***  *1. Cordis – Community Research and Development Information Service (2h)*  *2. Finding a Call (2h)*  *3. Project Scope Management (3h)*  *4. Project Time Managemet (3h)*  *5. Project Cost Management (3h)*  *6. Presentations (2h)* | |
| ***Learning outcomes:*** | *The participants after finishing this course should:*  *- understand the methodology of project management,*  *- know the specifications of the European project,*  *- obtain experience during project proposal preparation (lab classes),*  *- know how to increase project management competence in the future.* | |
| ***Contact person:*** | *Krzysztof Biegun, PhD:* [krzysztof.biegun@ue.wroc.pl](mailto:krzysztof.biegun@ue.wroc.pl)  *Joanna Jahn, MA MSc: joanna.jahn@ue.wroc.pl* | |
| ***Literature:*** | * *A Guide to the Project Management Body of Knowledge (PMBOK Guide), Project Management Institute, 2013* * *Wysocki R. K., McGary R., Effective Project Management: Traditional, Adaptive, Extreme, Wiley Pub. 2003.* * *Project Cycle Management Guidelines, European Commission, March 2004* http://ec.europa.eu/europeaid/multimedia/publications/documents/tools/europeaid\_adm\_pcm\_guidelines\_2004\_en.pdf * *Project Cycle Management Handbook, European Commission, March 2002*   http://www.sle-berlin.de/files/sletraining/PCM\_Train\_Handbook\_EN-March2002.pdf | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Zarządzanie projektem europejskim*  *wydział: Nauki Ekonomiczne*  *kierunek: MSG*  *specjalność: Zarządzanie projektami europejskimi* |

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| ***Title:*** | *Exchange Rate Regimes in the Modern Era* | |
| ***Lecture hours:*** | *15 hours - lecture* | |
| ***Study period:*** | *Spring, Winter* | |
| ***Level:*** | *Specialization Course* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Short essay* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge about macroeconomics and economic policy* | |
| ***Course content:*** | *New Regime Classifications*  *Divergence Between Stated and Actual Policies*  *Determinants of Exchange Rate Regimes*  *Regime Transitions*  *Probability of Crises During Specific Regimes*  *Exchange Rate Regimes in Practice - case studies* | |
| ***Learning outcomes:*** | *The participants after finishing this course should:*  *- know the classifications of exchange rate regimes,*  *- understand determinants of currency regimes,*  *- understand the divergence between stated and actual policies,*  *- obtain experience in analysis of exchange rate regimes during case studies.* | |
| ***Contact person:*** | *Krzysztof Biegun, PhD:* [krzysztof.biegun@ue.wroc.pl](mailto:krzysztof.biegun@ue.wroc.pl) | |
| ***Literature:*** | *1) Levy-Yeyati, Eduardo, and Federico Sturzenegger. "Classifying exchange rate regimes: Deeds vs. words." European Economic Review 49.6 (2005): 1603-1635.*  *http://www.sciencedirect.com/science/article/pii/S0014292104000030*  *2) Rogoff, Kenneth, et al. Evolution and performance of exchange rate regimes. No. 229. International Monetary Fund, 2004.*  *http://ideas.repec.org/p/imf/imfocp/229.html*  *3) Ghosh, Atish R., et al. Does the nominal exchange rate regime matter?. No. w5874. National Bureau of Economic Research, 1997.*  *4) Fischer, Stanley. "Distinguished lecture on economics in government: Exchange rate regimes: Is the bipolar view correct?." The Journal of Economic Perspectives 15.2 (2001): 3-24.*  *http://www.jstor.org/stable/10.2307/2696589*  *5) Biegun Krzysztof, Poland's approach to exchange rate regime in the course of the country's integration with the euro zone, In: Adjustment of Polish Economy to the EU Requirements. Wrocław, 2012 r., s. 83-105.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *no* |  |

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| ***Title:*** | ***Health Economics*** | |
| ***Lecture hours:*** | *30 (20h lectures – dr Agnieszka Bem + 10h workshop – dr Paweł Prędkiewicz)* | |
| ***Study period:*** | *Winter or Spring* | |
| ***Level:*** | *intermediate* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Attendance, Activities, Essay/Presentation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Public Finance, Macroeconomics, Microeconomics* | |
| ***Course content:*** | 1. What is health economics? Basic economic tools in health economics (microeconomics, macroeconomics, statistical); 2. Definition of health. The conception of fields of health. Expenditures on health. 3. Key players in the health care sector: patients, insurers, hospital, physicians, pharmaceutical firms, government; 4. Utility of health. A model of demand and supply for health care services, organization and functioning of health care market, market’s imperfections, the role of government in market regulation; 5. Coverage for health care services, health care financing models (incomes, outcomes, flow of funds); 6. Problems of health care systems: growing spending, budget constraints lack of coverage, underinsurance, rationing, universal coverage 7. Medical care systems worldwide – international comparison, examples of healthcare systems (Germany, France, USA, Switzerland, United Kingdom, Poland) | |
| ***Learning outcomes:*** | Students should:   1. be able to apply microeconomic and macroeconomic tools related to the production and distribution of health care services, understand the imperfections of healthcare market and the role of economic incentives and regulations, be able to analyze the economic aspects of medical care policy issues and reform proposals 2. understand the construction of health care system, know and analyze incomes and outcomes of the system and flow of funds between its elements, be aware of basic health care systems models worldwide 3. have a global perspective and a broad understanding of institutional changes going on currently in the health care system | |
| ***Contact person:*** | *Dr Agnieszka Bem*  [*agnieszka.bem@ue.wroc.pl*](mailto:agnieszka.bem@ue.wroc.pl)*;* [*bemagnieszka@gmail.com*](mailto:bemagnieszka@gmail.com) | |
| ***Literature:*** | 1. Charles E. Phelps *“Health economics”.* 2. Thomas Getzen, *“Health Economics and Financing”* 3. James W. Henderson *“Health economics and Policy”* 4. Sherman Folland,  Allen C. Goodman, Miron Stano *„Economics of Health and Health Care”*. Prentice Hall, 2010 | |
| ***Faculty:*** | *Finance, Management, Social Science* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

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| ***Title:*** | *Innovations and development of the world economy* | |
| ***Lecture hours:*** | *30 hours (15 lecture, 15 workshop)* | |
| ***Study period:*** | *All year* | |
| ***Level:*** | *basic* | |
| ***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*](mailto: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* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Innowacyjność a rozwój współczesnej gospodarki światowej*  *wydział: NE*  *kierunek: MSG*  *specjalność: HZ*  *rok :II* |

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| ***Title:*** | *INDUSTRIAL ORGANIZATION* | |
| ***Lecture hours:*** | *Lecture and case study: 30 hours* | |
| ***Study period:*** | *Winter or spring semester* | |
| ***Level:*** | *Intermediate* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Case study, essay and attendance* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics and Macroeconomics* | |
| ***Course content:*** | *In economics, studies in the field of the industrial organization consist of the analysis of imperfect competitive markets, i.e., markets where a company is able to apply market power and establish a price above marginal cost.*  *The main goal of the course is to provide the student with the knowledge about interconnectedness of competition of regulation and the economic theory of regulation.*  *The course will contain following topics: (1) relevant market and its significance for the anti-trust legislation, (2) factors influencing market power and the measurement of market power, (3) an overview of regulation of competition in the USA, EU, Poland and other CEE countries, (4) the significance of collusion as one of the main factors impeding competition, (5) competition analysis - overview, (6) pricing strategies to deter entry, (7) non-pricing strategies to deter entry, (8) pricing and non-pricing strategies against incumbents: price discrimination, product differentiation, advertising, research and development, integration and others.* | |
| ***Learning outcomes:*** | *In the course of study the student should:*   * *Be introduced with the idea of relevant market.* * *Be able to apply ad hoc analysis of relevant market.* * *Be introduced with the idea of market power and concentration.* * *Be able to provide framework for market power analysis.* * *Enumerate and provide examples of various factors influencing market power.* * *Be able to understand reasoning behind anti-trust cases that question market power.* * *Know various legislation, that stand guard against anti-competitive practices.* * *Understand the rationale behind the effectiveness of collusion.* * *Analyze various strategies of companies and judge, whether they can be deemed as anti-competitive or not.* * *Understand the difference between rivalry with potential competitors and incumbents.* * *Distinguish various pricing and non-pricing strategies.* * *Be able to understand which of strategies could be applied under different conditions.* | |
| ***Contact person:*** | *Mikolaj Klimczak*  *Department of Microeconomics and Institutional Economics*  *Phone: +48 71 3680 196*  *Email:* [*mikolaj.klimczak@ue.wroc.pl*](mailto:mikolaj.klimczak@ue.wroc.pl) | |
| ***Literature:*** | 1. *Jeffrey A. Church, Roger Ware,* Industrial Organization: A Strategic Approach, *downloadable form the webpage of authors* 2. *Paul Belleflamme, Martin Peitz,* Industrial Organization. Markets and Strategies*, Cambridge University Press* 3. *D.E.Waldman, E.J.Jensen:* Industrial Organisation. Theory and Practice*. 3rd Edition. Pearsons Education 2006.* 4. *D.W.Carlton, J.F.Perloff.* Modern Industrial Organization*. (last edition) Harper-Collins.* 5. *L.Pepall, D.Richards, G.Norman,* Industrial Organization: Contemporary Theory and Practice*, Thomson Learning, 3rd Edition, 2005..*   *Supplementary books and articles may be used.* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak* | *Organizacja rynków i konkurencja*  *Wydział Nauk Ekonomicznych*  *Kier.: ekonomia*  *Spec.: wszystkie*  *Rok: magisterski I* |

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| **Title:** | Institutional Economics | |
| **Lecture hours:** | 15 hrs lectures with discussion (interactive form) | |
| **Study period:** | Winter or spring semester | |
| **Level:** | Intermediate / Advanced | |
| **Location:** | Wroclaw | |
| **Examination:** | Written test | |
| **Language:** | English | |
| **Prerequisites:** | Completed basic economics | |
| **Course content:** | The purpose of the course is to introduce students in relatively new field in the economic theory - the institutional economics (IE), mainly its stream called the New Institutional Economics (NIE). Lectures contents: Some basic terms. IE versus orthodox economics. “Old” and “new” institutional economics – superficial comparison. Basic concepts of NIE. Transaction costs economics. Firms and markets as institutions. Property- rights analysis. Three types of economic theories of contracts: the agency theory, relational contracts and incomplete contracts theories. Some samples of NIE concepts’ applications to the economic analysis of such systemic transformation problems as former state-owned firms privatisation, development of markets and their institutional environment. | |
| **Learning outcomes:** | The course program provides basic knowledge on institutional economics main streams' development with increased knowledge on the NIE. Using this knowledge students should be able to use some concepts, methods and tools in analysing markets, firms and their institutional environment for better understanding of real-life economy. | |
| **Contact person:** | Dr Bożena Baborska  [bozena.baborska@ue.wroc.pl](mailto:bozena.baborska@ae.wroc.pl) | |
| **Literature:** | 1. E.G. Furubotn and R. Richter: Institutions and Economic Theory. The Contribution of the New Institutional Economics. The University of Michigan Press 1997,  2. E.G. Furubotn and R. Richter (editors): The New Institutional Economics. Mohr, 1991  3. C. Menard(ed): Institutions, Contracts and Organizations. Perspectives from New Institutional Economics. Edward Elger Publ., 2000,  4. C. Menard and M.M. Shirley (editors): Handbook of New Institutional Economics. Springer 2005.  5. O.E. Williamson: The Economic Institution of Capitalism. The Free Press, 1985 | |
| **Faculty:** | All | |
| **czy przedmiot jest kopią przedmiotu prowadzonego na AE?** | nie |  |

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| ***Title:*** | ***INTERNATIONAL BUSINESS*** | |
| ***Lecture hours:*** | *15h (lecturers) + 15h (tutorials)* | |
| ***Study period:*** | *Spring semester* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Projects prepared by students, written/oral examination* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Principles of economics* | |
| ***Course content:*** | ***Topic 1: International Business Nature***  ***Topic 2: World Financial System***  ***Topic 3:******Multinational Corporations***  ***Topic 4: International Market Entry Modes***  ***Topic 5: Country Evaluation and Selection***  ***Topic 6: Managing International Operations***  ***Topic 7: Ethics of International Business***  *Each topic consists of lectures and tutorials, when case studies will be analyzed.* | |
| ***Learning outcomes:*** | *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.*  *After completing the module students should achieve competence to work individually with international business issues.* | |
| ***Contact person:*** | *Dr Artur Klimek (artur.klimek@ue.wroc.pl)* | |
| ***Literature:*** | *International Business: The Challenge of Global Competition/Donald Ball (et. al), 10th ed, McGraw-Hill Companies, 2005*  *International business : global competition from a European perspective / Andrew Harrison, Ertugrul Dalkiran, Ena Elsey. - Oxford: Oxford University Press, 2000*  *International business / Michael R. Czinkota, Ilkka A. Ronkainen, Michael K. Moffett. - 3rd ed. - Fort Worth, TX : Dryden Press, 1994.*  *Students should also monitor current issues in international business by reading The Financial Times and The Economist* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak – International business*  *wydział: Wydział Nauk Ekonomicznych*  *kierunek: Międzynarodowe Stosunku Gospodarcze*  *specjalność: International business*  *rok: II* |

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| ***Title:*** | *International Economic Transactions* | |
| ***Lecture hours:*** | *15 (lectures) + 15 (classes)* | |
| ***Study period:*** | *fall semester* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *activity, teamwork (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:*** | *Transaction cycle in international trade*  *Documentation of transactions in international trade*  *Insurance in foreign trade*  *Identification of risks in international trade*  *EU customs law - the basic regulations*  *Characteristics of customs procedures*  *Basic forms of international trade*  *Specific forms of international trade*  *The role of organized markets in international trade*  *Intermediaries in international trade*  *Elements of contract in international trade - classification, formal and negotiable elements*  *Incoterms 2010* | |
| ***Learning outcomes:*** | *Knowledge:*  *Student describes technical aspects of international economic transaction*  *Student knows basic regulations and procedures by EU customs code*  *Students identifies documentation and risk factors in international trade*  *Skills:*  *Student analyzes documentation of international trade transactions*  *Student creates contract in international trade*  *Student compares various instruments and forms of international trade*  *Competences:*  *Student is aware of complexity of international trade environment*  *Student is sensitive to legal aspects of contract in international trade*  *Student cares about updating the knowledge regarding international economic environment* | |
| ***Contact person:*** | *dr Sebastian Bobowski; sebastian.bobowski@gmail.com* | |
| ***Literature:*** | 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. *Budnikowski Adam, Międzynarodowe stosunki gospodarcze, Wydawnictwo Naukowe PWN, Warszawa 2006.* 8. *Charlton Andrew, Stiglitz Joseph E., Fair trade for all. How trade can promote development, Oxford University Press 2005.* 9. *Handel zagraniczny. Organizacja i technika, Rymarczyk Jan (red.), PWE, Warszawa 2005.* 10. *Kaczmarek T. T., Zarzycki M., Poradnik eksportera, Oficyna Wydawnicza Branta, Bydgoszcz – Warszawa 2005.* 11. *WTO, UNCTAD, EC websites.* 12. *Rymarczyk Jan, Internacjonalizacja i globalizacja przedsiębiorstwa, PWE, Warszawa 2005.* 13. *Stiglitz Joseph E., Globalization and Its Discontents, Oxford University Press 2004.* | |
| ***Faculty:*** | *all students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | ***tak*** | ***International Economic Transactions*** |

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| ***Title:*** | *International Economics* | | |
| ***Lecture hours:*** | *15 (lectures) + 15 (classes)* | | |
| ***Study period:*** | *spring semester* | | |
| ***Level:*** | *basic* | | |
| ***Location:*** | *Wrocław* | | |
| ***Examination:*** | *activity, teamwork (classes), written exam (lectures)* | | |
| ***Language:*** | *English* | | |
| ***Prerequisites:*** | *Principles of macroeconomics and microeconomics* | | |
| ***Course content:*** | *Scenarios for the global economy 2020*  *International division of labour in the XXI century*  *International migration vs. trade and FDI*  *Triangle of processes: globalization-regionalization-integration*  *Bilateralism in international trade*  *Global governance – potential role of G20*  *Regionalism vs. crisis – case studies and regional comparisons*  *Global imbalances – sources and implications*  *Emerging economies in the global system*  *Offshore locations*  *Global reserve system*  *Intellectual property and its limits* | | |
| ***Learning outcomes:*** | *Knowledge:*  *Robust knowledge (based on the strong micro- and macro-foundations) of theoretical aspects of international trade and financial markets, their determinants and effects on countries, businesses and individuals. Logical understanding of the topics covered during the classes and their implications for the real complex world.*  *Skills:*  *At the end of the course students should be able to:*  *- explain why countries engage in international exchange of goods and services;*  *- discuss advantages and disadvantages of free trade vs. protectionism (trade policy tools);*  *- discuss international mobility of people, capital, goods and services in the context of globalization process and economic integration;*  *- discuss the main aspects of international finance.*  *Competences:*  *Competences in microeconomic and macroeconomic analysis of the international issues. Understanding, evaluating and suggesting solutions to important international economic problems.* | | |
| ***Contact person:*** | *dr Sebastian Bobowski; sebastian.bobowski@gmail.com* | | |
| ***Literature:*** | * *Appleyard D., Field A.,Cobb S., International Economics, McGraw-Hill, 2005;* * *Carbaugh R., International Economics,International Thomson Publishing*, *2006.* * *Krugman P., Obstfeld M., International Economics. Theory and Policy 8th Edition),* *Addison Wesley Publishing Company, 2009;* * *Dunning J.H., Towards a new paradigm of development: Implications for determinants of international business, Transnational Corporations, vol. 15, No 1, April 2006* * *J. E. Stiglitz, Globalization and Its Discontents, Oxford University Press, 2004* * *Stiglitz J.E., Making globalization work, Oxford University Press, 2006* * *The Financial Times, The Economist, BBC News, The International Herald Tribune* * *IMF, WTO, OECD, WSF, WEF, UN, G20, EU, ADB websites* | | |
| ***Faculty:*** | *all students* | | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *tak* | *International Economics* | |
| ***Title:*** | ***International Logistics*** | | |
| ***Lecture hours:*** | *Lectures -15, exercises – 15* | | |
| ***Study period:*** | *Summer* | | |
| ***Level:*** | *poziom przedmiotu – specjalizacyjny* | | |
| ***Location:*** | *Wrocław* | | |
| ***Examination:*** | *Lectures – exam, exercises – case studies & projects* | | |
| ***Language:*** | *English* | | |
| ***Prerequisites:*** | *Basic knowledge of Logistics, Management and International Business* | | |
| ***Course content:*** | 1. *Logistics Management* 2. *Key Logistics Activities* 3. *The Role of Logistics in Economics and International Enterprises* 4. *International Logistics and entities thereof* 5. *Logistics in International Trade* 6. *International Supply Networks* | | |
| ***Learning outcomes:*** | *Student:*   * *Is familiar with the basic concepts and key international logistics activities, identify the functions and responsibilities of participants in international logistics systems (knowledge)* * *Knows and describe logistics activities related to trade in goods with particular emphasis on export and import of goods, understands and explains the role of logistics in economics and international enterprise and international supply networks, plans the international logistics operations (ability)* * *Has ability to work independently – to prepare and presents their ideas and discuss, and works in team – where he remains open to the ideas of other members and understands role of co operations(competence)* | | |
| ***Contact person:*** | *Dr Marta Wincewicz-Bosy*  [*m.bosy@gazeta.pl*](mailto:m.bosy@gazeta.pl) *606476201* | | |
| ***Literature:*** | 1. *Strategic Logistic Management, Stocs J., Lambert D., McGraw-Hill Irwing, 2001* 2. *International Logistics, Wood D.,Barone A., Murphy P., Wardlow D., Chapman & Hall, New York, 1994* 3. *International Logistics Management, Misra A., Tayal A., A.B.Publication, Delhi, 2010,* 4. *Logistics and Supply Chain Management, Christopher M., Prentice Hall, London, 1998* | | |
| ***Faculty:*** | *International Business, International Relations* | | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | | *tak - nazwa przedmiotu: Logistyka Międzynarodowa*  *wydział: NE*  *kierunek: Międzynarodowe Stosunki Gospodarcze*  *specjalność: Biznes Międzynarodowy*  *rok: 2 (semester 3, poziom studiów:2)* |

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| ***Title:*** | ***International Supply Chains Management*** | |
| ***Lecture hours:*** | *Lectures-15, exercises - 15* | |
| ***Study period:*** | *Winter* | |
| ***Level:*** | *poziom przedmiotu : specjalizacyjn)* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Lecture – exam, exercises – case studies & projects* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basic knowledge of Management, International Business* | |
| ***Course content:*** | 1. *Business Processes* 2. *Creating value through supply chains* 3. *Establishing supply chain linkages* 4. *Logistics role in supply chains management* 5. *International transports operations* 6. *Planning, organizing and controlling supply chains* | |
| ***Learning outcomes:*** | *Student:*  *- knows and defines the basic concepts of Supply Chains and International Supply Chains, characterizes participants and elations (knowledge)*  *-identifies, analyzes and plans flows in Supply Chains and International Supply Chains, (ability)*  *-is able to work in team, to presents their ideas and discuss, understand interactions and interdependence of system participants (competence)* | |
| ***Contact person:*** | *Dr Marta Wincewicz-Bosy*  [*m.bosy@gazeta.pl*](mailto:m.bosy@gazeta.pl) *606476201* | |
| ***Literature:*** | 1. *Introdustion to Operatcions and Supply Chain Management, Bozarth C., Handfiels R., Prentice Hall, New Jersy, 2005* 2. *Logistics and Supply Chain Management, Christopher M., Prentice Hall, London, 1998* 3. *Global Cases in Logistics and Supply Chain Management, Taylor D., International Thomson Business Press,London, 1997* 4. *International Logistics Management, Misra A., Tayal A., A.B.Publication, Delhi, 2010,* | |
| ***Faculty:*** | *International Business, International Relations,* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Międzynarodowe Łańcuchy Dostaw*  *wydział: NE*  *kierunek: Międzynarodowe Stosunki Gospodarcze*  *specjalność: Biznes Międzynarodowy*  *rok:1 (semester 2, poziom studiów 2, studia niestacjoanrne)* |

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| ***Title:*** | *INNOVATIVE ORGANIZATION AND ENTREPRENEUR IN THE INTERNATIONAL SPACE* | |
| ***Lecture hours:*** | *15 hours (8 lecture,7 workshop)* | |
| ***Study period:*** | *All year* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *project* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *-* | |
| ***Course content:*** | *Introduction to entrepreneurship*  *Knowledge and creativity towards innovation.*  *Determinants of innovative activity.*  *Innovative company and organization- theory and indicators*  *Innovative company and organization – case study*  *Funding innovative projects.* | |
| ***Learning outcomes:*** | *Familiarize students with the issue of innovation and funding opportunities for innovative solutions. In addition, discussion of issues related to the innovative enterprises (start-up and spin-off) and organizations in the international aspect.*  *Methods: PP presentation, discussion, case study* | |
| ***Contact person:*** | *Dr Niki Derlukiewicz,* [*niki.derlukiewicz@ue.wroc.pl*](mailto:niki.derlukiewicz@ue.wroc.pl)  *071/ 3680727* | |
| ***Literature:*** | *1.Robert B. Tucker: Driving growth through innovation, Berrett- Koehler Publishers Inc., San Francisco 2008*  *2.Bronwyn H. Hall, Nathan Rosenberg: Economics of innovation, Vol.1, Elsevier 2010,*  *3.Robert D. Atkinson, Stephen Ezell: Innovation economics. The race for global advantage, Yale University Press, 2012.*  *4.E. Lumsdaine, M. Binks: Entrepreneurship from Creativity to Innovation, Trafford, Canada 2009* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Innowacyjna organizacja i przedsiębiorca w przestrzeni międzynarodowej*  *wydział: NE*  *kierunek: MSG*  *specjalność: KwPM*  *rok :III* |

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| ***Title:*** | *Common Agricultural Policy of the European Union* | |
| ***Lecture hours:*** | *Lecture – 15 hours* | |
| ***Study period:*** | *Summer semester or winter semester* | |
| ***Level:*** | *Advanced* | |
| ***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 and other statistical data. Possibilities of legal acts interpretation. Skills connected with and economic policies understanding.* | |
| ***Course content:*** | 1. *Introduction – basic definitions and problems connected with agriculture and agricultural policy* 2. *Reasons and evolution of the Common Agricultaral Policy* 3. *The characteristics of forms of public intervention and main instruments* 4. *The newest stage of the Common Agricultural Policy reform (2014-2020)* 5. *Common Argicultaral Policy in the light of theory of sustainable development* 6. *Economic, social and environmental consequences of the Common Agricultural Policy* 7. *Practical aspects of the Common Agricultural Policy implementation in chosen countries* | |
| ***Learning outcomes:*** | *Knowledge on economic, social and environmental issues of agricultural policy. Qualifications connected with interpretation of consequences connected with agricultural policy implementation. Competencies useful in administration. Rational decision making under conditions of economic crisis.* | |
| ***Contact person:*** | *Dr Karol Kociszewski, karol.kociszewski@ue.wroc.pl, room 205 B, phone: 71 3680482* | |
| ***Literature:*** | 1. Environmental Aspects of the Process of Shaping the New Common Agricultural Policy. Economic and Environmental Studies, Vol. 12, No. 2 (22/2012), June 2012, eds. A. Bernaciak, J. Platje, pages 281-304, Publisher: Opole University, Faculty of Economics, 2. <http://www.ees.uni.opole.pl/volumes_2012>  5. K. Kociszewski, Environmental Protection in Agriculture within the EU Sustainable Development Strategy – implications for Poland w: Economic and Environmental Studies no. 8/2006 eds. Joost Platje, Janusz Słodczyk and Walter Leal Filho, pages 217-229 Opole University, http://www.ees.uni.opole.pl/volumes\_2006 7. K. Kociszewski, An Empirical Study on Supply-side Factors of the Development of the Organic Food Market. w: Economic and Environmental Studies, Vol. 11, No. 3 (19/2011), September 2011, eds. W. Gerstlberger, J. Platje, September 2011 pages 283-305, Publisher: Opole University, Faculty of Economics, <http://www.ees.uni.opole.pl/volumes_2011_03.html> 8. K. Kociszewski, The development of organic farming in Poland under the conditions of integration with European Union in.: Economic and Environmental Studies, Governance for sustainable development Vol. 10, No. 1 (13/2010), eds. R. Kudłak, J. Platje, M. Will 7-9 March 2010 pages 11-22, Publisher: Opole University, Faculty of Economics, <http://www.ees.uni.opole.pl/volumes_2010_01.html> | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *Yes – Wspólna polityka rolna Unii Europejskiej*  *wydział: Nauk ekonomicznych*  *kierunek: Międzynarodowe Stosunki Gospodarcze* |

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| ***Title:*** | *Environmental and resource economics* | |
| ***Lecture hours:*** | *Lecture – 20 hours* | |
| ***Study period:*** | *Summer semester or winter semester* | |
| ***Level:*** | *Advanced* | |
| ***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 and other statistical data. Possibilities of legal acts interpretation. Skills connected with and economic policies understanding.* | |
| ***Course content:*** | 1. *Introduction – the essence, subject and scope of environmental and resource economics* 2. *International dimention of environmental dangers and risk – the reasons and consequences of ecological problems* 3. *Environmental issues within theory of external effects* 4. *Economic theory of nature conservation* 5. *Basic conceptions of resources management* 6. *Theory of sustainable development* 7. *Characteristics of environmental policy types and instruments* 8. *International environment protection* 9. *Practical aspects of environmental policies implementation in the EU and in chosen countries* | |
| ***Learning outcomes:*** | *Knowledge on economic, social and environmental issues on development. Qualifications and competencies connected with interpretation of environmental problems and their economic consequences. Rational decision making under conditions of environmental crisis.* | |
| ***Contact person:*** | *Dr Karol Kociszewski, karol.kociszewski@ue.wroc.pl, room 205 B, phone: 71 3680482* | |
| ***Literature:*** | 1. B. Fiedor (red.), Podstawy ekonomii środowiska i zasobów naturalnych, C.H. Beck, Warszawa 2002 2. S. Kozłowski, Przyszłość ekorozwoju, Wyd. KUL, Lublin, 2005 3. K. Kociszewski, Environmental Protection in Agriculture within the EU Sustainable Development Strategy – implications for Poland w: Economic and Environmental Studies no. 8/2006 eds. Joost Platje, Janusz Słodczyk and Walter Leal Filho, Opole University 2006, str. 217-229 4. K. Kociszewski, The perspectives of EU financial support for environment protection in Poland in the years 2007-2013 w: Current issues of sustainable development – transformation education and business eds. Joost Platje, Janusz Słodczyk, David Ramsey, Economic and environmental studies No11/2008, Opole University 2008 ,str. 171-183 5. K. Kociszewski, The development of organic farming in Poland under the conditions of integration with European Union in.: Economic and Environmental Studies, Governance for sustainable development Vol. 10, No. 1 (13/2010), eds. R. Kudłak, J. Platje, M. Will 7-9 March 2010 pages 11-22, Publisher: Opole University, Faculty of Economics, <http://www.ees.uni.opole.pl/volumes_2010_01.html> | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *Yes – międzynarodowa ochrona środowiska*  *wydział: Nauk ekonomicznych*  *kierunek: Międzynarodowe Stosunki Gospodarcze*  *specjalność: biznes międzynarodowy, rynki europejskie International business*  *rok: 2012/2013* |
| ***Title:*** | *Economics of population ageing* | |
| ***Lecture hours:*** | *15 hours of lectures and 15 hours of practice* | |
| ***Study period:*** | *spring semester* | |
| ***Level:*** | *advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *paper to discuss* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *economics, demography, sociology* | |
| ***Course content:*** | *social and economic determinants and consequences of population ageing* | |
| ***Learning outcomes:*** | *knowledge about the scale of demographic change*  *skills: ability to identify social and economical consequences of population ageing*  *competences: application of knowledge about demographic transition to predict changes in the labor market, fiscal outcomes and long run economic growth* | |
| ***Contact person:*** | *Łukasz Jurek, PhD*  *608-220-288* | |
| ***Literature:*** | Ł. Jurek, *Ekonomia starzejącego się społeczeństwa*, Difin, Warszawa 2003  Jackson W. A., *The Political Economy of Population Ageing*, Edward Elgar Publishing Limited, Cheltenham & Northampton, 1998  Clark R., Spengler J*., The economics of individual and population aging,* Cambridge University Press, 1980 | |
| ***Faculty:*** | *all students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *yes: „Ekonomia starzejącego się społeczeństwa”*  *wydział: Wydział Nauk Ekonomicznych*  *kierunek: Ekonomia*  *specjalność: Analityk rynku*  *rok: 3* |

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| ***Title:*** | PROJECT MANAGEMENT IN INTERNATIONAL ASPECT | |
| ***Lecture hours:*** | *30* | |
| ***Study period:*** | *cały rok* | |
| ***Level:*** | *podstawowy* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | class of work: project | |
| ***Language:*** | english | |
| ***Prerequisites:*** | Knowledge of basic economics. Teamwork | |
| ***Course content:*** | Basics of project management (basic parameters of the project, types of projects, project life cycle)  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)  Institutional model of project management (organization of projects, types of organizational structures for projects, comparison of the organizational structures in the projects)  Personnel management in projects (requirements for participants in the project team, project team management styles, communication in project team, motivate project teams  Project management methods (project management methodology, project management techniques)  Case studies *Heathrow airport UK, Steve Fall water plant USA, Brings Reliable power and growth Venezuel* etc.  Active lecture use of audiovisual techniques, supplemented by discussions with students, group work and case studies, | |
| ***Learning outcomes:*** | Transfer of 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  The student has the ability to recognize risks and effect of project. | |
| ***Contact person:*** | Dr Anna Mempel-Śnieżyk; [anna.sniezyk@ue.wroc.pl](mailto:anna.sniezyk@ue.wroc.pl), 71/ 36 80 751 | |
| ***Literature:*** | 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 | |
| ***Faculty:*** | *wszyscy studenci* | |
|  | Deklaruje prowadzenie zajęć w każdym wymiarze godzin. | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Zarządzanie projektami w przestrzeni międzynarodowej*  *wydział: NE*  *kierunek: MSG*  *specjalność: MGP*  *rok:III* |

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| ***Title:*** | SUPPORTING ENTREPRENEURSHIP IN INTERNATIONAL CONTEXT | |
| ***Lecture hours:*** | *30* | |
| ***Study period:*** | *cały rok* | |
| ***Level:*** | *podstawowy* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | class of work: project and its presentation | |
| ***Language:*** | english | |
| ***Prerequisites:*** | Knowledge of basic economics. Teamwork | |
| ***Course content:*** | 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, | |
| ***Learning outcomes:*** | Transfer of knowledge about entrepreneurship support system, barriers and problems associated undertaking entrepreneurial activities. Possible ways of solving this problems.  To acquaint students with issues of institutional frameworks of supporting of entrepreneurship.  The student has the ability to recognize opportunities and benefits of taking a variety of entrepreneurial activities and evaluation of the effects of this activity  Abilities to use the instruments available to support the business sector | |
| ***Contact person:*** | Dr Anna Mempel-Śnieżyk; [anna.sniezyk@ue.wroc.pl](mailto:anna.sniezyk@ue.wroc.pl), 71/ 36 80 727 | |
| ***Literature:*** | 1. [OECD Studies on SMEs and Entrepreneurship High-Growth Enterprises: What Governments Can Do to Make a Difference](http://www.waterstones.com/waterstonesweb/products/oecd+publishing/oecd+studies+on+smes+and+entrepreneurship+high-growth+enterprises/8373470/), [OECD Publishing](javascript:doAuthorSearch('OECD%20Publishing');)19.11.2010 2. Rozwój małych i średnich przedsiębiorstw. Wiedz, 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](javascript:doAuthorSearch('Nadeem%20Kureshi');) [Quality Management in SMEs](http://www.waterstones.com/waterstonesweb/products/nadeem+kureshi/quality+management+in+smes/8940991/), LAP Lambert Academic Publishing AG & Co KG 2011 5. [K. Lal](javascript:doAuthorSearch('%26%2334%3BKaushalesh%20Lal%26%2334%3B');), [B. Oyelaran-Oyeyinka](javascript:doAuthorSearch('%26%2334%3BBanji%20Oyelaran-Oyeyinka%26%2334%3B');), 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:*** | *wszyscy studenci* | |
|  | *Deklaruje prowadzenie zajęć w dowolnym wymiarze godzin* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Wspieranie przedsiębiorczości w ujęciu międzynarodowym*  *wydział: NE*  *kierunek: MSG*  *specjalność: BM*  *rok:II* |

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| ***Title:*** | **CREATIVITY IN SMART CITIES AND LEARNING REGIONS** | |
| ***Lecture hours:*** | 20 | |
| ***Study period:*** | Spring semester | |
| ***Level:*** | Master/Bachelor studies | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | On mark- project (50%) and case study (50%) | |
| ***Language:*** | English | |
| ***Prerequisites:*** | 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 Regional and Urban Development would be helpful but not to the point of being mandatory.  Student's knowledge and skills required for entry:  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 Economic Policy and/or Regional and Urban Development, it is their responsibility to make up for the basic knowledge on creativity in smart cities and learning regions 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:*** | The purpose of the lecture is a presentation specificity of development and improvement of creativity in smart cities and learning regions. There are identified foundations, functions and modern tools for analyzing smart city and learning region. Then students move into exploring the fascinating ways that cities and regions are using to build networks, ICT sector and creative milieu. Topics:  1. Foundations of smart city and learning region.  2. **The evolution and trajectory of smart cities around the globe.**  3. The smart city model built on combination of six characteristics: smart economy, smart mobility, smart environment, smart people, smart living, smart governance.  4. Knowledge based infrastructure for learning region.  5. Creative communities and industries in learning region.  6. Modern tools for analyzing smart city and learning region.  7. Smart cities as knots in international economic networks.  8. Smart city – future city?  9. Learning region as creative milieu of smart cities.  Methods: Information lecture with using audiovisual technique (multimedia projector, handouts and slides prepared for classes by an instructor) . | |
| ***Learning outcomes:*** | ***Cognitive goals (Knowledge):***  Cognition of basic terms within Urban and Regional Sciences (competitive and complementary theories). Identification of basic determinants and functions of smart cities and learning regions’ development and changeability of these factors. Character and attributes of participants (actors) of creative economy. Knowledge about principles of effective analysis of directions, dynamics and stages of modernization and networking processes of smart cities and learning regions.  ***Skills demonstrated:***  Acquisition of ability of common analyzes of individual phenomena and processes occurring in smart city and learning region presented within interactive discussion based on presentations of lecturer. Developing and improvement of ability of substantive discussion about important problems of contemporary creative economy and asking questions by leaving stereotype opinions and simplifications for critical analyze of each phenomena among other things: in accordance with the smart city model and learning region concept. The final project will be structured to allow all participants to creatively engage the wide-ranging skills related to urban and regional management.  ***Affective goals (Attitude):***  In this aspect acquisition by student experience in effective pointing out stimulants and barriers of promoting creativity in smart cities and learning regions. Analyze course and results of internationalization, networking and innovation diffusion processes in creative industries. Acquaintance of possibilities of development’s intensification of smart cities and learning regions in creative milieu. | |
| ***Contact person:*** | DrKatarzyna Miszczak  Department of Spatial Economy and Self-governed Administration  Phone: +48 071 36 80 621  E-mail: katarzyna.miszczak@ue.wroc.pl | |
| ***Literature:*** | 1. Miszczak K.: *Spatial Economic Networks* in *International Spatial Economy – Chosen Aspects.* Eds.: S. Korenik, O. Ozbek. Wroclaw University of Economics, Wrocław 2012, chapter 6 pp. 119-140  2. Miszczak K.: *Human capital as the enhancement to the existing functionality of creative cities*. XXI tom Studia Regionalia *Finance in Spatial Economy*. Eds. S. Korenik, M. Łyszczak. Polish Academy of Sciences Committee for Space Economy and Regional Planning, Warsaw 2008, pp. 65-74  3. Korenik S., Miszczak K.: *Region as a Fundamental Unit in Modern Spatial Economy.* Journal **GEOSCAPE - Alternative Approaches to Middle–European Geography, ISSN: 1802-1115,** Vol. 6 (2011) Issue 1-2. Published by: Jan Evangelista Purkyně University, Ústí nad Labem, Czech Republic with a support of Department of Geography, UJEP and VYCERRO UJEP. Ústí nad Labem 2011, **pp. 11-17**  4.  *Cities and Regions in the New Learning Economy*. OECD, Paris 2001  5. Lawson C., Lorenz E. *Collective Learning, Tacit Knowledge and Regional Innovative Capacity*. Regional Studies t. 33, nr 4, 1999  6. Lundvall B.A. *Why the New Economy is a Learning Economy?* Danish Research Unit for Industrial Dynamics Working Paper No. 04-01, 2004  7. Florida R. *Cities and the Creative Class*. Routledge, New York – London 2005  8. Florida R. *Who’s Your City. How the Creative Economy is Making Where to Live the Most Important Decision of Your Life.* Basic Book, Nowy Jork 2008  9. Castells M.: *The Information Age. Economy, Society and Culture – The rise of network society*. T. 2. Blackwell Publishers, Oxford 1998  10. Landry Ch. *The Creative City.* A Toolkit Urban Innovators Earthscan 2000  11. www.creativeclass.org  12. www.unctad.org/creative-economy | |
| ***Faculty:*** | *All* | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Nie* | Przedmiot podejmuje zagadnienia pozostające w kręgu zainteresowań Międzynarodowej Gospodarki Przestrzennej |

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| ***Title:*** | **INNOVATING DETERMINANTS OF** **REGIONAL DEVELOPMENT ON THE EXAMPLE OF LOWER SILESIA** | |
| ***Lecture hours:*** | 20 | |
| ***Study period:*** | Fall semester | |
| ***Level:*** | Master/Bachelor studies | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | On mark - final write-up (50%) and project (50%) | |
| ***Language:*** | English | |
| ***Prerequisites:*** | 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) Economics and/or Regional Policy would be helpful but not to the point of being mandatory.  Student's knowledge and skills required for entry:  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 economics and/or regional policy, it is their responsibility to make up for the basic knowledge on economic issues in regions 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:*** | Basic definitions in field of regional and local development. Determinants of competitiveness, attractiveness and innovations of particular regions. Policy of regional and local development. Analysis of endogenous and exogenous determinants of regional development in Lower Silesia. Examples of localization selected investments in Lower Silesia.  Methods: Information lecture with using audiovisual technique (multimedia projector, handouts and slides prepared for classes by an instructor) . | |
| ***Learning outcomes:*** | ***Cognitive goals (Knowledge):***  Cognition of basic terms within Regional Sciences (competitive and complementary theories). Identification of basic factors of regional development and changeability of international relations in their global and regional scope. On the other hand character and attributes of participants (actors) of regional and local innovating systems. Knowledge about principles of functioning of phenomena and processes of contemporary world (globalization, internationalization, regionalization, international order, networking, metropolization). Knowledge about significant plan documents on regional level and the ability of using this information for farer studies. General information about Lower Silesia – opportunities and threats of its development.  ***Skills demonstrated:***  Acquisition of ability of common analyzes of individual phenomena and processes of international character presented within interactive discussion based on presentations of lecturer. Developing and improvement of ability of substantive discussion about important problems of contemporary regional development and asking questions by leaving stereotype opinions and simplifications for critical analyze of each phenomena among other things: in accordance with theories of regional development, elements of international law or history.  ***Affective goals (Attitude):***  In this aspect acquisition by student experience in effective pointing out positive and negative behaviors of regional actors/institutions and analyze of course and results of globalization, internationalization and integration process is one of the most important benefits. Acquaintance of possibilities of overcome international crisis in economic and political aspect on the example of chosen regions (Lower Silesia). | |
| ***Contact person:*** | DrKatarzyna Miszczak Department of Spatial Economy and Self-governed Administration  Phone: +48 071 36 80 621  E-mail: katarzyna.miszczak@ue.wroc.pl | |
| ***Literature:*** | 1. Recent Advances in Urban and Regional Studies, ed. R. Domański, KPZK PAN, vol. XII.  2. Spatial Aspects of Entrepreneurship, KPZK PAN, vol. XII.  3. M.E. Porter, The Competitive Advantage of Nations, MacMillan, London 1990.  4. Regions, Globalization, and the Knowledge-Based Economy, ed. J.H. Dunning, Oxford University Press, New York 2000.  5. Incentives and Foreign Direct Investment, UNCTAD/DTCI/28, New York and Geneva 1996.  6. S. Barios, H. Goerg, E. Strobl, Multinationals’ Location Choice, Agglomeration Economies and Public Incentives, Research Paper Series, Internalization of Economic Policy, the University of Nottingham 33/2002.  7. J.H. Dunning, The Globalization of Business. The Challenge of the 1990s, Routledge, London and New York 1993.  8. World Investment Report 2003, FDI Policies for Development: National and International Perspectives, UN-UNCTAD, New York and Geneva 2003 | |
| ***Faculty:*** | *All* | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* | Przedmiot podejmuje zagadnienia pozostające w kręgu zainteresowań Międzynarodowej Gospodarki Przestrzennej |

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| ***Title:*** | **SPATIAL PLANNING** | |
| ***Lecture hours:*** | 20 | |
| ***Study period:*** | Spring semester | |
| ***Level:*** | Master/Bachelor studies | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | On mark (end-of-module case study write-ups and/or presentations) | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Listeners must have knowledge of subjects: basis of microeconomics and macroeconomics and basis of spatial economy. | |
| ***Course content:*** | 1. Principles of farming and management space and stocks.  2. Spatial planning - general notions and basic informations of spatial planning, purpose, range.  3. Act on Spatial Planning and Management - basic definitions, range.  4. Spatial planning on national grade - general characteristic.  5. Spatial planning in voivodship - general characteristic.  6. Spatial planning and development in commune.  7. Study of local conditions affecting local planning and perspectives for spatial development - notion and character, content and procedure of creation.  8. Local land-use plan - notion and character, content and procedure of creation.  9. Legal effects of adoption of a land-use plan.  10. Questions of environmental protection with reference to land-use plans.  11. Decision of condition of building and developing of field.  12. Localization of investment of public purpose.  Methods: Information lecture with using audiovisual technique (multimedia projector, handouts and slides prepared for classes by an instructor) .  Activating methods: cases method, brain storm method, situation method.  Practical methods: projects method, simulation, evaluation, benchmarking. | |
| ***Learning outcomes:*** | ***Cognitive goals (Knowledge):***  Cognition of basic terms within science of spatial economy (competitive and complementary theories of world policy). Identification of specific conditions affecting local planning and perspectives for spatial development - notion and character, content and procedure of creation. Character and attributes of subjects of spatial planning. Knowledge about principles of farming and management space in territorial units on each level.  ***Skills demonstrated:***  Acquisition of ability of common analyzes of individual phenomena and processes occurring in spatial economy presented within interactive discussion based on presentations of lecturer. Developing and improvement of ability of substantive discussion about important problems of creation of land-use plans and asking questions by leaving stereotype opinions and simplifications for critical analyze of each phenomena among other things: in accordance with various concepts of creation of plan documents.  ***Affective goals (Attitude):***  In this aspect acquisition by student experience in effective pointing out opportunities and threats of creation of the land-use plans in various states. Analyze of procedures of creation of plan documents and legal effects of their adoption in conditions of functioning communes and voivodships. | |
| ***Contact person:*** | DrKatarzyna Miszczak  Department of Spatial Economy and Self-governed Administration  Phone: +48 071 36 80 621  E-mail: katarzyna.miszczak@ue.wroc.pl | |
| ***Literature:*** | 1. Abler R., Adams J.S., Gould P., Spatial organization. The geographer’s view of the world. Prentice-Hall, INC, Englewood Cliff, New Jersey 1971.  2. Hall P., Urban and regional planning - 2nd ed. – Harmondsworth, Penguin Books, 1982.  3. Buckingham-Hatfield S., Evan B., Environmental planning and sustainability – Chichester, J. Wiley, 1996.  4. Barnes W.R., Ledebur L.C., The new regional economics. SAGE Publication, London 1998.  5. Fujita M., Krugman P., Venables A.J., The spatial economy: Cities, Regions, and international trade. The MIT Press, Cambridge Mass 1999.  6. Domański R., Gospodarka przestrzenna. Podstawy teoretyczne. PWN, Warszawa 2007.  7. Podstawy gospodarki przestrzennej - wybrane aspekty, red. S. Korenik, J. Słodczyk, Wydawnictwo Akademii Ekonomicznej im. Oskara Langego we Wrocławiu, Wrocław 2005.  8. Niewiadomski Z., Planowanie przestrzenne. Zarys systemu. Wydawnictwo Prawnicze LexisNexis, Warszawa 2004.  9. Szwajdler W., Bąkowski T., Proces inwestycyjno-budowlany. Zagadnienia administracyjno-prawne. Toruń 2004. | |
| ***Faculty:*** | All students | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | no | Przedmiot podejmuje zagadnienia pozostające w kręgu zainteresowań Międzynarodowej Gospodarki Przestrzennej i został zatwierdzony przez Radę Wydziału Nauk Ekonomicznych |

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| ***Title:*** | **STRATEGIC POLICY INTELLIGENCE TOOLS** | |
| ***Lecture hours:*** | 20 | |
| ***Study period:*** | Fall and Spring semester | |
| ***Level:*** | Master/Bachelor studies | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | On mark- project (50%) and case study (50%) | |
| ***Language:*** | English | |
| ***Prerequisites:*** | 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) Territorial Management and/or Spatial Policy would be helpful but not to the point of being mandatory.  Student's knowledge and skills required for entry:  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 Territorial Management and/or Spatial Policy, it is their responsibility to make up for the basic knowledge on management of 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:*** | The purpose of the lecture is presentation problems of effective using Strategic Policy Intelligence (SPI) Tools such as benchmarking, technology assessment, foresight and evaluation, in management of territorial units: cities, metropolitan areas or regions.  Topics:  1. Strategic Policy Intelligence for decision-making.  2. The regional dimension of SPI.  3. Embedding an SPI culture to improve policy design and results.  4. EU support for funding SPI exercises.  5. Implementation of SPI tools in territorial units.  6. Methods and functions of evaluation.  7. Models of technology assessment.  8. Sectoral benchmarking vs. benchmarking of framework conditions.  9. Kinds and methods of foresight.  10. Applying SPI Tools along the policy cycle – a Case Study.  Methods: Information lecture with using audiovisual technique (multimedia projector, handouts and slides prepared for classes by an instructor) . | |
| ***Learning outcomes:*** | ***Cognitive goals (Knowledge):***  Cognition of basic terms within management of territorial units using SPI Tools, their regional and urban scope. Identification of basic functions and characteristics of models and methods of these factors. Knowledge about principles of effective analysis of directions, dynamics and stages of development of cities, metropolitan areas and regions.  ***Skills demonstrated:***  Acquisition of ability of common analyzes of individual phenomena and processes occurring in the regional and urban economy presented within interactive discussion based on presentations of lecturer. Developing and improvement of ability of substantive discussion about important problems of contemporary, modern territorial management and asking questions by leaving stereotype opinions and simplifications for critical analyze of each phenomena among other things: in accordance with the issues of SPI Tools.  ***Affective goals (Attitude):***  In this aspect acquisition by student experience in effective pointing out advantages and disadvantages of using SPI Tools taking into account financial, institutional and social limitations. Acquaintance of possibilities of implementation’s intensification of SPI Tools in modern programming of regions’ development. | |
| ***Contact person:*** | DrKatarzyna Miszczak  Department of Spatial Economy and Self-governed Administration  Phone: +48 071 36 80 621  E-mail: [katarzyna.miszczak@ue.wroc.pl](mailto:katarzyna.miszczak@ue.wroc.pl) | |
| ***Literature:*** | 1. Miszczak K.: *Strategic Policy Intelligence tools in management of European region*s. In *Regional Development and Planning*. Ed.: Miloslav Šašek, Vol.2, Issue 2, published by Faculty of Social and Economic Studies, University of J.E. Purkyně in Ústí nad Labem 2010, pp. 199-204  2. Clar G., Acheson H., Sautter B., Hafner-Zimmermann S., Buczek M., Allan J.: *Strategic Policy Intelligence Tools. Enabling better RTDI policy – making in Europe’s regions.* Steinbeis-Europa-Zentrum, Stuttgart 2008  3. Tübke A., Ducatel K., Gavigan J., Moncada-Paterno-Castello P. (Eds.): *Strategic Policy Intelligence: Current Trends, the State of Play and Perspectives. IPTS Technical Report Series,* Seville 2001. Available at: <http://ftp.jrc.es/eur20137en.pdf>  4. http://www.benchmarking.com.pl/BENCHM-3.php  5.http://www.funduszestrukturalne.gov.pl/EWALUACJA+funduszy+w+Polsce/Ewaluacja++podstawowe+informacje/  6.http://www.mrf.pl/index.php?mod=m\_artykuly&cid=87&id=1  7.<http://www.pte.org.pl/x.php/1,155/O-ewaluacji.html> | |
| ***Faculty:*** | *All* | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* | Przedmiot podejmuje zagadnienia pozostające w kręgu zainteresowań Międzynarodowej Gospodarki Przestrzennej |

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| ***Title:*** | Principles of macroeconomics | |
| ***Lecture hours:*** | 20 hrs – lectures, 30 hrs - classes | |
| ***Study period:*** | Fall | |
| ***Level:*** | Basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | True/false test, problems and applications tasks | |
| ***Language:*** | English | |
| ***Prerequisites:*** | none | |
| ***Course content:*** | “Principles of macroeconomics” is an alternative for the course  “Makroekonomia” (Ekonomia II), which is compulsory for most of the first year students of Management, Computer Science and Finance Faculty.   1. Introduction to macroeconomics 2. Measuring the economy (SNA definitions) 3. Some important facts from the modern macroeconomic theory 4. IS-LM model and the effects of monetary and fiscal policy 5. AD-AS model 6. Phillips curve and the inflation expectations 7. Open economy – balance of payments, fixed and floating exchange rate regime 8. Labour market 9. Price stability 10. Selected topics in contemporary macroeconomics (Optimum currency areas, macroprudential policy) | |
| ***Learning outcomes:*** | After completing the course, the students will be able to interpret some basic macroeconomic data and draw conclusions about the most possible tendencies in the future economic activity. The graduates of “Principles of macroeconomics” will also understand how the monetary and fiscal policies may affect the business cycle. | |
| ***Contact person:*** | dr Radosław Kurach  [radosław.kurach@ue.wroc.pl](mailto:radosław.kurach@ue.wroc.pl) | |
| ***Literature:*** | Mankiw N. G., Taylor M. P (2008)., Economics, South-Western Cengage Learning.  Internet resources will be also provided. | |
| ***Faculty:*** | All | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | tak - nazwa przedmiotu: Makroekonomia (Ekonomia II)  wydział: ZIF  kierunek: Finanse i Rachunkowość  specjalność:-  rok: I |

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| ***Title:*** | REGIONALISM AND REGIONAL COOPERATION | |
| ***Lecture hours:*** | 30 hours (15 hours lectures + 15 hours of workshop) | |
| ***Study period:*** | Winter or Spring | |
| ***Level:*** | Basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Attendance, participation and short presentation will be required. | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge in economics. | |
| ***Course content:*** | 1. Globalization and regional cooperation 2. The roots and dynamics of regionalism    1. Defining a region    2. Political factors driving regionalism    3. Economic factors driving regionalism    4. Two waves of regionalism 3. Developing relations between intergovernmental and nongovernmental organizations within regional aspects 4. What kind of regionalism? The ideas of regional cooperation in different parts of the world 5. Europe’s regional organizations    1. The North Atlantic Treaty Organization    2. The Organization for Security and Cooperation in Europe    3. The European Union    4. The Commonwealth of Independent States and the Collective Security Treaty Organization    5. Other examples 6. Regional organizations in the Americas 7. Asia’s regional organizations 8. Africa’s regional organizations 9. Regional organizations in the Middle East | |
| ***Learning outcomes:*** | Students will be able to explain what sort of factors drive regionalism and describe various regional organizations operating in different parts of the world. | |
| ***Contact person:*** | dr Joanna Kenc, jkenc@wp.pl | |
| ***Literature:*** | 1. M. P. Karns, K. A. Mingst, International Organizations. The politics and processes of global governance, Lynne Rienner Publishers Inc., London 2010. 2. J. Ravenhill, APEC and the Construction of Pacific Rim Regionalism, Cambridge University Press, Cambridge 2001. 3. A. Amitav, A. I. Johnston, Crafting Cooperation: Regional International Institutions in Comparative Perspective, Cambridge University Press, Cambridge 2007. 4. Z. Sabic, Ł. Fijałkowski, A. Bojinovic Fenko, Global impact of regional international organizations – issues of regionalism and regional integration, Wyd. Adam Marszałek, Toruń 2009. 5. Leonard D., The Economist guide to the European Union, Profile Books Ltd, London 2003. | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

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| ***Title:*** | ***Financing Regional Development*** | |
| ***Lecture hours:*** | *15 hours* | |
| ***Study period:*** | *Winter, Summer* | |
| ***Level:*** | *Specialization* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Written work and its presentation during the lecture* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *macroeconomics* | |
| ***Course content:*** | *The aim of this lecture is to present modern approach to financing regional development. During lecture various tools of financing will be presented. Particular attention will be placed on European Union’s cohesion policy and how it influence development of European Regions in practice. Student will also find out about new factors of social and economic development, connected with shaping new economy and its financing by public authorities and other entities.*  *Learning methods: lecture, case-study, discussion, individual work.* | |
| ***Learning outcomes:*** | *The student will acquire the knowledge, which will contribute to the better understanding the mechanism of financing regional development in Europe* | |
| ***Contact person:*** | *dr Małgorzata Rogowska*  *malgorzata.rogowska@ue.wroc.pl* | |
| ***Literature:*** | A. Pike, A. Rodriguez-Pose, J. Tomaney, Handbook of local and regional development, Routledge 2010. | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *Tak: Finansowanie rozwoju regionalnego*  *Wydział: NE*  *Kierunek: MSG*  *Specjalność: MGP*  *Rok: II* |

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| ***Title:*** | ***Spatial Economy in Europe*** | |
| ***Lecture hours:*** | *15* | |
| ***Study period:*** | *Winter, Summer* | |
| ***Level:*** | *Specialization* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Written work and its presentation during the lecture* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics, macroeconomics* | |
| ***Course content:*** | *The aim of this lecture is to show theoretical and practical aspects of spatial economy in Europe. During classes the attention will be put to present main spatial problems in Europe, the tool used in spatial management and basic tendencies of European Union’s spatial planning. Main topics:*  *The spatial dimension of socio-economic structures and processes.*  *The evolution of spatial planning in Europe*  *City as a basic category in spatial planning*  *Public space quality and its impact to social and economic development*  *Models of spatial management in chosen European countries*  *Contemporary spatial problems in Europe.*  *Learning methods: lecture, case-study, discussion, individual work.* | |
| ***Learning outcomes:*** | *The student will acquire the knowledge, which will contribute to the better understanding spatial problems and the ways of solving them by governmental and regional authorities.* | |
| ***Contact person:*** | *dr Małgorzata Rogowska: malgorzata.rogowska@ue.wroc.pl* | |
| ***Literature:*** | 1. *S. Korenik, O. Ozbek (ed.), International Spatial Economy – Chosen Aspects. Publishing House of Wroclaw University of Economics, Wroclaw 2012.* 2. *European Spatial Development Perspective 1999.* 3. *Territorial Agenda of European Union 2020.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak – Gospodarka przestrzenna Unii Europejskiej*  *wydział: NE*  *kierunek: MSG*  *specjalność: MGP*  *rok: II* |

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| ***Title:*** | ***Public Administration in Europe*** | |
| ***Lecture hours:*** | *30* | |
| ***Study period:*** | *Winter, Summer* | |
| ***Level:*** | *Specialization* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Written work and its presentation during the lecture* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics, macroeconomics* | |
| ***Course content:*** | *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.*  *Learning methods: lecture, case-study, discussion, individual work.* | |
| ***Learning outcomes:*** | *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* | |
| ***Contact person:*** | *dr Małgorzata Rogowska: malgorzata.rogowska@ue.wroc.pl* | |
| ***Literature:*** | B. Guy Peters,  *European Governance a White Paper*, Commission of the European Communities, Brussels 2001. | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Administracja publiczna w Europie*  *wydział: NE*  *kierunek: MSG*  *specjalność: MGP*  *rok: I* |

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| ***Title:*** | **European Funds as an instrument supporting development** | |
| ***Lecture hours:*** | 30 hours (lectures and workshops) | |
| ***Study period:*** | Spring | |
| ***Level:*** | Beginners | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Essay: examples and description of projects co-financed by EU funds (SWOT analysis and analysis of effectiveness of projects) | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge in economics and European Integration | |
| ***Course content:*** | 1. Financial system of the European Union (system of financial frameworks and the budget of the European Union).  2. Principles of the EU funds.  3. Basis of the Common Agricultural Policy and financial instruments of CAP.  4. Regional disparities in the European Union  5. Regional Policy and Cohesion Policy of the European Union.  6. Characteristics of the Lisbone Strategy and Europe 2020 Strategy and their significance for partition of EU funds.  7. European Social Fund and its role  8. European Regional Development Fund and its role  9. Cohesion Fund and its Role  10. European Union as a global player – financial instruments for the third countries.  11. Financial support fo Small and Medium Enterprises in the European Union.  12. Examples of projects supported by EU funds in different countries - Case studies. | |
| ***Learning outcomes:*** | Participants of this course will gain knowledge about the functioning of EU financial system, the system of financial frameworks and the budget, principles of the EU funds and the system of partition of financial means according to the priorities of EU Strategy. They will also gain knowledge about particular EU funds and projects which can be supported by EU funds. Cases studies will give students broader view of what are money in the European Union spent on. | |
| ***Contact person:*** | Prof. Ewa Pacer-Cybulska, Ewa.cybulska@ue.wroc.pl  Dr Łukasz Olipra, lukasz.olipra@ue.wroc.pl | |
| ***Literature:*** | 1. Europe 2020 Strategy: http://ec.europa.eu/europe2020/index\_en.htm 2. European Social Fund: http://ec.europa.eu/esf/home.jsp?langId=en 3. Cohesion Policy 2014-2020: http://ec.europa.eu/regional\_policy/what/future/index\_en.cfm 4. Beginners’ Guide to EU Funding: http://ec.europa.eu/budget/library/biblio/publications/beginnersguide/KV3111332ENC\_002web.pdf 5. www.europa.eu | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | Nie |  |
| ***Title:*** | *European Union’s Law* | |
| ***Lecture hours:*** | *30 hours of lecture* | |
| ***Study period:*** | *winter and summer semester* | |
| ***Level:*** | *basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *test + class participation (e.g. students’ presentations)* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *no prerequisites* | |
| ***Course content:*** | *content:*  *Economic integration stages*  *Origins and evolution of the European Union*  *Structure and legal nature of the EU*  *Division of competences between the EU and the states*  *Sources of law of the EU*  *Application of the EU law*  *European Union’s institutions*  *Citizenship of the EU*  *Economic freedoms of the single market*  *Charter of fundamental rights*  *Protection of individuals in the EU*  *Jurisdiction of the Court of Justice of the European Union*  *EU’ budget and monetary policy*  *EU’s foreign policy*  *approximation of laws of the members of the EU*  *teaching methods:*  *lecture, home reading, case-studies, PowerPoint presentations, quizzes, presentations prepared by students, discussions* | |
| ***Learning outcomes:*** | *Students shall know the history of the EU, economic integration stages, sources of the EU law, procedures of making of the EU law and structure of the EU.*  *Students shall understand the legal nature of the EU, relations between institutions of the EU and also relations between EU and its member states.*  *Students shall be aware of their rights as EU citizens, jurisdiction of the Court of Justice of the European Union and of the principles of the economic law of the EU.*  *Students shall be able to apply EU law and use EU mechanisms of protection of individuals.* | |
| ***Contact person:*** | *Bartosz Ziemblicki,*  *bartosz.ziemblicki@ue.wroc.pl*  *tel. 71-36-80-618* | |
| ***Literature:*** | *EU Law,* 3rd Ed by Craig, Paul and Búrca, Gráinne de,  *EU Law* by Josephine Steiner and Lorna Woods*,*  *European Union Law: Cases and Materials,* by Damian Chalmers, Gareth Davies, Giorgio Monti, Cambridge Univeristy Press  *The Institutions of the European Union ,* by John Peterson, Michael Shackleton (eds.), Oxford University Press,  *The Union after Lisbon - The Treaty reform of the EU ,* by *Zo*ltán Horváth, Bálint Ódor, HVG-ORAC Publishing House Ltd, 20*10* | |
| ***Faculty:*** | *All students.* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *No.* |  |

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| ***Title:*** | *International Political Relations* | |
| ***Lecture hours:*** | *15 h – lectures, 15- h seminars* | |
| ***Study period:*** | *Spring* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *(Wrocław lub w szczególnych przypadkach Jelenia Góra)* | |
| ***Examination:*** | *Open test written in English (10-20 questions)* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *None* | |
| ***Course content:*** | 1. *Globalization and Statehood* 2. *Nationalism and Ethnicity* 3. *Democracy and Democratic Change* 4. *Emerging Powers* 5. *Regions and Regionalism in World Politics* 6. *Multilateral Economic Institutions* 7. *Ways of War in the 21st Century* 8. *Peace Operations and Humanitarian Intervention* 9. *Transnational Terrorism* 10. *New Forms of Security* 11. *Global Financial Crises* 12. *Population Movement and its Impact on World Politics* 13. *Natural Resources and World Politics* | |
| ***Learning outcomes:*** | *Student knows specifics of international political relations and factors shaping international political environment.*  *Student is able to analyze politics of the most important political actors.*  *Student develops competence of critical thinking and working in groups.* | |
| ***Contact person:*** | *Dr Iwo Augustyński; iwo.augustynski@ue.wroc.pl* | |
| ***Literature:*** | *Issues in 21st century world politics / ed. by Mark Beeson and Nick Bisley. - Basingstoke ; New York : Palgrave Macmillan, 2010.* | |
| ***Faculty:*** | *All students according to their interest* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie albo* | *tak - nazwa przedmiotu: International Political Relations*  *wydział: NE*  *kierunek: International Business*  *specjalność: International Business*  *rok: 1 semestr zimowy, II stopień* |

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| ***Title:*** | *REGIONAL ECONOMICS AND REGIONAL POLICY* | |
| ***Lecture hours:*** | *15 hours of lectures* | |
| ***Study period:*** | *Winter or spring* | |
| ***Level:*** | *Advanced* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Open test written in English (10-20 questions)* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics and Macroeconomics* | |
| ***Course content:*** | *The course of 15 hours, one hour a week divided into three parts:*  *1. Theory of regional development*  *2. Regional policy in Europe: case study of different countries*  *3. Regional policy on supranational level (European union regional*  *policy)* | |
| ***Learning outcomes:*** | *Students will get basic information on regional development processes*  *and regional policy on national and supranational level.* | |
| ***Contact person:*** | *Dr hab. Ewa Pancer-Cybulska; ewa.cybulska@ue.wroc.pl*  *Dr Iwo Augustyński; iwo.augustynski@ue.wroc.pl* | |
| ***Literature:*** | *H. Armstrong and Jim Taylor: „Regional Economics and Policy”;*  *Blackwell Publishers Oxford 2000* | |
| ***Faculty:*** | *All students according to their interest* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Polityka regionalnaUE*  *wydział: NE*  *kierunek: MSG*  *specjalność: Zarządzanie Projektem w UE*  *rok: II* |

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| ***Title:*** | **Economics of Transition** | |
| ***Lecture hours:*** | 30 hours (lectures and workshops) | |
| ***Study period:*** | Winter and Spring | |
| ***Level:*** | Beginners | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | 50% - essay; 50% - presentation of the essay during classes | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge in the Micro- and Macroeconomics and Economic Policy | |
| ***Course content:*** | **Part one – Real Socialism:**   1. The party control of the economy: ideology, nomenclature, economic administration, local government; 2. Collective ownership of the means of production: Socialist ownership, non-socialist ownership; 3. Central planning: Planning techniques, a non-reform able system, plan versus money; 4. History of the central planned economies in Europe; 5. International economic relations: ‘functional autarky’, COMECON’ trade and cooperation with capitalist world;   **Part two – Transition in the Making**   1. The end of the system: the cause of the collapse, first steps of the transition: Central Europe, Transition through breaking up; 2. Macroeconomic Stabilization: stabilization policies, shock therapy versus gradualism, the outcome of the stabilization measures; 3. Privatization and structural reforms; 4. Reintegrating the World Economy; 5. When is transition over?   **Part three:**   1. Cases studies of a selected European transition countries. 2. Student’s presentations of research projects | |
| ***Learning outcomes:*** | The aim of this course is to acquire knowledge about the process of transition from the central planned to market economy in the Central and Eastern European countries. Student will gain knowledge about foundation of real socialism, causes of the collapse of the system and way and instruments which were introduced by particular countries to transform economic systems into market based economies. | |
| ***Contact person:*** | Prof. Ewa Pancer-Cybulska, ewa.cybulska@ue.wroc.pl  Dr Łukasz Olipra, lukasz.olipra@ue.wroc.pl | |
| ***Literature:*** | 1. Institutions, Human Development and Economic Growth in Transition Economies, Pasquale Tridico, Studies in Economic Transition, Palgrave Macmillan 2011. 2. The Economics of Transition. From Socialist Economy to Market Economy, Marie Lavign, Macmillan Presse, New York 1999 3. Problems of Democratic Transition and Consolidation. Southern Europe, South America and Post-Communist Europe, Juan J. Linz and Alfred Stepan, The John Hopkins University Press, Baltimore and London 1996. 4. M. Myant, J. Drahokoupil, Transition Economies Political Economy in Russia, Eastern Europe, and Central Asia, Wiley 2011 | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | ***Nie*** |  |

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| ***Title:*** | **International Air Transport** | |
| ***Lecture hours:*** | 15 hours in the Winter Semester and  30 hours in the Spring Semester | |
| ***Study period:*** | Winter or spring | |
| ***Level:*** | Beginners | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | 100% - essay; | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge in economics | |
| ***Course content:*** | 1. Legal and regulatory framework of international air transport market;  2. Economics of air transport market - basic notions, divisions and entities;  3. Supply on the air transport market (taking into consideration kinds of airplanes and main producers of airplanes in the world);  4. Demand on the air transport market and methods of forecasting  5. Selected aspects of carriers’ economics; measures and methods of carriers’ effectiveness improvement  6. Network and charter carriers – general aspects of functioning  7. Low cost airlines on the background of network carriers – basis and rules of functioning  8. Economics and finances of airports  9. Basis of Air Traffic Management  10. Liberalization of the European air transport market and its results  11. The impact of air transport on the economy – chosen aspects  12. New tendencies in the world air transport; impact of globalization and liberalization. | |
| ***Learning outcomes:*** | The aim of this course is to acquire knowledge about the legal and economic basis of international air transport, particularly European. Participants should be able to answer the question after the course, what is liberalization in the air transport, whether there is or not single market in air transport in the EU. They should be able to assess current situation and indicate new trends and tendencies in the world air transport market. | |
| ***Contact person:*** | Dr Łukasz Olipra, lukasz.olipra@ue.wroc.pl | |
| ***Literature:*** | 1.. Doganis R., The Airline Business in the 21st Century, Routledge, London, New York 2006  2. Vasigh B., K. Fleming, T. Tacker, Introduction to Air Transport Economics. From Theory to Applications, Ashgate, Aldershot 2008  3. D. L. Rhoades, Evolution of International Aviation. Phoenix Rising, Ashgate, Aldershot 2008.  4. J. Balfour, European Community Air Law, Butterworths, London 1995**.** | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* |  |

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| ***Title:*** | **European Integration** | |
| ***Lecture hours:*** | 30 hours (lectures) | |
| ***Study period:*** | Winter | |
| ***Level:*** | Beginners | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Multiple choice test | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge in economics | |
| ***Course content:*** | 1. Origins and history of European integration process  2. Theories and concepts of European integration (political and economic)  3. Develoment of the European Communities and European Union; stages of economic integration  4. Institutional structure and decision making processes in the EU  5. Creation and basis of the Single European Market  6. The EU's Foreign, Security, and Defence Policies; European Union External Relations  7. Justice and home affairs  8. Regional Policy of the European Union  9. Finances of the European Union: budget, revenues and expenditures, evolution of the budget, financial perspectives  10. The Common Agricultural Policy  11.Economic and Monetary Union  12. Diversity and variety in the European Union. Groups of interests in the EU  13. Enlargement: yes or no? How? - Debate | |
| ***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:*** | 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 Nixson, Oxford University Press 2007 | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | Tak | przedmiot: Integracja Europejska  wydział: Nauk Ekonomicznych  kierunek: wszystkie kierunki  specjalność: wszystkie specjalności  rok: I |

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| ***Title:*** | **International Comparative Economics** | |
| ***Lecture hours:*** | 30 hours (lectures and worshops) | |
| ***Study period:*** | Winter | |
| ***Level:*** | Beginners | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | 70% - final project; 30% - presentation of the country’s economic system | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge in Economics and general knowledge about international diversity in economic and social development of countries | |
| ***Course content:*** | **Part one:**   1. Foundation of the international comparative economics; 2. Basis of the institutional economics: concept of institution, varieties and factors influencing institutions 3. Economic system of the state – theories, general information, types, varieties and factors influencing and shaping economic systems in a contemporary world 4. Examples of different economic systems in a contemporary world – case studies of UK, Germany, France, Ireland, China, Russia, USA, emerging economies in the South-East Asia and Poland   **Part two:**   1. Methodology and methods of international economic assessment and comparisons; 2. Examples of the international rankings and ratings (structure, content and methodology of rankings):World Competitiveness Yearbook of IMD, Global Competitiveness Report of World Economic Forum, Index of Economic Freedom (Global Economic Freedom), Corruption Perception Index (CPI), Human Development Index (HDI), Ease of Doing Business Index (of World Bank), Foreign Direct Investment Index (FDII), Opacity Index, Globalization Index;   **Part three:**   1. Assessment of particular economic systems on the basis of different rankings; 2. Student’s presentations of research projects | |
| ***Learning outcomes:*** | The aim of this course is to acquire knowledge about basis of international comparative economics and studies, methods of international comparisons of countries and economic systems. Rankings, ratings, organizations preparing such rankings and sources of data, economic systems in the countries across the world will be presented. Participants should be able to compare countries independently according to criteria specified by themselves. Participants should be able to search comparable date in the international databases, distinguish types of economic systems across the world and compare them on base of ranking presented during the lecture. | |
| ***Contact person:*** | Dr Łukasz Olipra, lukasz.olipra@ue.wroc.pl  Dr Iwo Augustyński, iwo.augustynski@ue.wroc.pl | |
| ***Literature:*** | 1. International comparisons of socio-economic consequences of transition processes in Central-East European countries : proceedings of the 9th Polish-Slovak-Ukrainian scienitific seminar, Krynica, 6-8 November 2002 / ed. Józef Pociecha. - Kraków : Wydział Zarządzania AE, 2003. 2. Economic Systems Research : journal of the International Input-Output Association. - Abingdon : Carfax Publishing Company, 1991-2001. Selected Articles 3. P. Tridico, Institutions, Human Development and Economic Growth in Transition Economies, Palgrave Macmillan, 2011. 4. Websites of international institutions, publishing world rankings | |
| ***Faculty:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | ***tak*** *- nazwa przedmiotu: Międzynarodowe Porównania Gospodarcze*  *wydział: Nauk Ekonomicznych*  *kierunek: Międzynarodowe Stosunki Gospodarcze / Stosunki Międzynarodowe*  *specjalność: wszystkie specjalności*  *rok: III* |

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| ***Title:*** | Principles of macroeconomics | |
| ***Lecture hours:*** | 20 hrs – lectures, 30 hrs - classes | |
| ***Study period:*** | Fall | |
| ***Level:*** | Basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | True/false test, problems and applications tasks | |
| ***Language:*** | English | |
| ***Prerequisites:*** | none | |
| ***Course content:*** | “Principles of macroeconomics” is an alternative for the course  “Makroekonomia” (Ekonomia II), which is compulsory for most of the first year students of Management, Computer Science and Finance Faculty.   1. Introduction to macroeconomics 2. Measuring the economy (SNA definitions) 3. Some important facts from the modern macroeconomic theory 4. IS-LM model and the effects of monetary and fiscal policy 5. AD-AS model 6. Phillips curve and the inflation expectations 7. Open economy – balance of payments, fixed and floating exchange rate regime 8. Labour market 9. Price stability 10. Selected topics in contemporary macroeconomics (Optimum currency areas, macroprudential policy) | |
| ***Learning outcomes:*** | After completing the course, the students will be able to interpret some basic macroeconomic data and draw conclusions about the most possible tendencies in the future economic activity. The graduates of “Principles of macroeconomics” will also understand how the monetary and fiscal policies may affect the business cycle. | |
| ***Contact person:*** | dr Radosław Kurach  [radosław.kurach@ue.wroc.pl](mailto:radosław.kurach@ue.wroc.pl) | |
| ***Literature:*** | Mankiw N. G., Taylor M. P (2008)., Economics, South-Western Cengage Learning.  Internet resources will be also provided. | |
| ***Faculty:*** | All | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | tak - nazwa przedmiotu: Makroekonomia (Ekonomia II)  wydział: ZIF  kierunek: Finanse i Rachunkowość  specjalność:-  rok: I |

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| ***Title:*** | ***Intercultural Promotion*** | | | |
| ***Lecture hours:*** | *30 h lecture* | | |  |
| ***Study period:*** | *Spring semester* | | |
| ***Level:*** | *Advanced* | | |
| ***Location:*** | *Wrocław* | | |
| ***Examination:*** | *Group project* | | |
| ***Language:*** | *English* | | |
| ***Prerequisites:*** | *Principles of marketing* | | | |
| ***Course content:*** | 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:*** | *After attending this lecture a student should be able to:*   * *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, Katedra MSG, email:* [*aleksandra.kuzminska@ae.wroc.pl*](mailto:aleksandra.kuzminska@ae.wroc.pl); 691 375 779 | | | |
| ***Literature:*** | *Marketing Across Cultures*, J.C. Usunier, J.A. Lee, Pearson Education, 2005.  *International Marketing,* M.R. Czinkota, I.A. Ronkainen, South-Western, Div of Thomson Learning, 2006.  *Intercultural Communication. A Contextual Approach*, J. W. Neuliep, SAGE Publications, 2012.  *Cross-Cultural and Intercultural Communication*, William B. Gudykunst, SAGE Publications, 2003. | | | |
| ***Faculty:*** | *All students* | | | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak* | *Intercultural promotion (przedmiot do wyboru)*  *Wydział: NE*  *kierunek: IB*  *specjalność: IB*  *rok: III – studia licencjackie* ***(SEMESTR ZIMOWY)*** | | |
| ***Title:*** | ***National branding - promotion of a country*** | | | |
| ***Lecture hours:*** | *30 h (interactive lecture)* | | |  |
| ***Study period:*** | *Winter semester* | | |
| ***Level:*** | *Advanced* | | |
| ***Location:*** | *Wrocław* | | |
| ***Examination:*** | *Group project* | | |
| ***Language:*** | *English* | | |
| ***Prerequisites:*** | *None* | | | |
| ***Course content:*** | 1. *International competitiveness of economy.* 2. *Country's image and national stereotypes - Anholt Nations Brand Index.* 3. *How our countries perceive each other?* 4. *The concept of country’s promotion.* 5. *National branding – what is it?* 6. *Promotion of export.* 7. *Promotion of FDI.* 8. *Promotion of tourism.* 9. *Public diplomacy.* 10. *Case studies – successful promotional campaigns.* | | | |
| ***Learning outcomes:*** | *The module will allow students to:*   * *get to know the concept of country’s promotion and national branding,* * *get to know different fields of country’s promotion,* * *get to know different instruments used in country’s promotion,* * *get to know and understand how countries are perceived abroad,* * *use specific marketing instruments in different fields of country’s promotion,* * *prepare promotion strategy in different fields or generally,* * *understand the importance of promotion of the country internationally.* | | | |
| ***Contact person:*** | *Aleksandra Kuźmińska-Haberla, Katedra MSG, email:* [*aleksandra.kuzminska@ae.wroc.pl*](mailto:aleksandra.kuzminska@ae.wroc.pl); 691 375 779 | | | |
| ***Literature:*** | 1. *Places. Identity, Image and Reputation*, Anholt S., Palgrave Macmillan, 2009. 2. *Competitive identity. The New Brand Management for Nations, Cities and Regions,* Anholt S., Palgrave Macmillan, 2007. 3. *The Effectiveness of Promotion Agencies at Attracting Foreign Direct Investment*, Morisset J., Andrews-Johnson K., FIAS, World Bank, Washiongton 2004. 4. *Marketing a country. Promotion as a Tool for Attracting Foreign Investment. Revised Edition*, Wells L.T., Wint A.G., FIAS, World Bank, Washington 2000. | | | |
| ***Faculty:*** | *All students* | | | |
| ***Czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *Tak* | *Promotion of Polish economy on international arena (przedmiot do wyboru)*  *Wydział: NE*  *kierunek: IB*  *specjalność: IB*  *rok: I MSU* ***(SEMESTR LETNI)*** | | |
| ***Title:*** | *Economy of culture* | | | |
| ***Lecture hours:*** | *30* | | | |
| ***Study period:*** | *All year* | | | |
| ***Level:*** | *basic* | | | |
| ***Location:*** | *Wrocław* | | | |
| ***Examination:*** | *project* | | | |
| ***Language:*** | *English* | | | |
| ***Prerequisites:*** | *Basic of mikro- and macroeconomy* | | | |
| ***Course content:*** | Creativity based on science and culture is important. And today, more than ever before, it is of importance for the business and the city. It is a driving force of the modern society. Creative industries are a truly individual sector of economy which, similarly as any other sector, exerts its influence on the urban environment, they generate new profitable jobs in new economic areas. The course discuss following problems: 1. creative economy – introduction 2.Who belongs to creative sector? 3.Form of cooperations with creative sector 4.Role of European Union in promoting creativity 5.How get the support for the development of the creative business | | | |
| ***Learning outcomes:*** | The aim of this course is to teach student to cooperate with creative industries, and to became an participant of this emerging international market (as a businessman, employee or an consultant for the cultural and creative organizations and corporations) | | | |
| ***Contact person:*** | *Małgorzata Pięta-Kanurska, malgorzata.pieta-kanurska@ue.wroc.pl* | | | |
| ***Literature:*** | *1.Mapping the creative industries: a toolkit. Creative and Cultural Economy series/2*; British Council 2010.  *2.Our Creative Potential. Paper on Culture and Economy*. Ministry of Economic Affairs and the Ministry of Education, Culture and Science, 2005.  3.Florida R.: Who’s Your City? How the Creative Economy is Making Where To Live The Most Important Decision of Your Life. Basic Books 2009.  4.Creative Economy Report 2008. The challenge of assessing creative economy: towards informed policy making. Summary, UNCTAD/DITC/2008/2. | | | |
| ***Faculty:*** | *all* | | | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *no* | |  | |

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| ***Title:*** | Business environment institutions in knowledge economy | |
| ***Lecture hours:*** | *15* | |
| ***Study period:*** | *cały rok* | |
| ***Level:*** | *podstawowy* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | class of work: project | |
| ***Language:*** | english | |
| ***Prerequisites:*** | Knowledge of basic economics. Teamwork | |
| ***Course content:*** | Trends and determinants of the development of knowledge-based economy, selected measures of the information society and economy knowledge-based.  History of business environment institutions in Poland and other countries  Basics of business climate in present economy (economic climate, social climate, climate, administrative, political climate)  Definition and classification of business environment.  Structure of business environment institutions.  The specificity and scope of non-commercial institutions.  The functions and tasks of institutions supporting SME sector and examples of business environment institutions in Poland.  The role of business environment institutions in development of innovation and competitiveness.  Example of science and technology park, business incubators, chambers, associations, spatial economic zones.  Barriers of functioning of business environment institutions.  Significance of business environment institution in economic growth.  Role of business environment institutions for enterprises.  Specificity of the R&D sector in Poland and in the world.  Active lecture use of audiovisual techniques, supplemented by discussions with students, group work and case studies, | |
| ***Learning outcomes:*** | Transfer of knowledge about business environment of enterprises in present knowledge based economy. Explaining the issue of business environment institutions and their role in present economy, skills by the students the knowledge related with types of business supporting institutions (defined the institutions, scope of their activities, academic skills to understand importance of this sector in economy.  The student has the ability to recognize risks and effect functioning present economy. | |
| ***Contact person:*** | Dr Anna Mempel-Śnieżyk; [anna.sniezyk@ue.wroc.pl](mailto:anna.sniezyk@ue.wroc.pl), 71/ 36 80 727 | |
| ***Literature:*** | 1. *Regions, Globalisation, and the Knowledge-Based Economy*, ed. by J.H. Dunning, Oxford University Press, New York 2000. 2. Business and its environment. David P. Baron. Upper Saddle River, NJ: Pearson Prentice Hall, 2006. 3. [OECD Studies on SMEs and Entrepreneurship High-Growth Enterprises: What Governments Can Do to Make a Difference](http://www.waterstones.com/waterstonesweb/products/oecd+publishing/oecd+studies+on+smes+and+entrepreneurship+high-growth+enterprises/8373470/), [OECD Publishing](javascript:doAuthorSearch('OECD%20Publishing');)19.11.2010 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. D. Rooney, G.Hearn, A. Ninan, Handbook on the Knowledge Economy. Edward Elgar, Cheltenham 2005 | |
| ***Faculty:*** | *wszyscy studenci* | |
|  | Deklaruje prowadzenie zajęć w każdym wymiarze godzin. | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Organizacje otoczenia biznesu i wspieranie przedsiębiorczości we współczesnej gospodarce*  *wydział: NE*  *kierunek: MSG*  *specjalność: KwPM*  *rok:III* |

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| ***Title:*** | Business environment institutions in knowledge economy | |
| ***Lecture hours:*** | *15* | |
| ***Study period:*** | *cały rok* | |
| ***Level:*** | *podstawowy* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | class of work: project | |
| ***Language:*** | english | |
| ***Prerequisites:*** | Knowledge of basic economics. Teamwork | |
| ***Course content:*** | Trends and determinants of the development of knowledge-based economy, selected measures of the information society and economy knowledge-based.  History of business environment institutions in Poland and other countries  Basics of business climate in present economy (economic climate, social climate, climate, administrative, political climate)  Definition and classification of business environment.  Structure of business environment institutions.  The specificity and scope of non-commercial institutions.  The functions and tasks of institutions supporting SME sector and examples of business environment institutions in Poland.  The role of business environment institutions in development of innovation and competitiveness.  Example of science and technology park, business incubators, chambers, associations, spatial economic zones.  Barriers of functioning of business environment institutions.  Significance of business environment institution in economic growth.  Role of business environment institutions for enterprises.  Specificity of the R&D sector in Poland and in the world.  Active lecture use of audiovisual techniques, supplemented by discussions with students, group work and case studies, | |
| ***Learning outcomes:*** | Transfer of knowledge about business environment of enterprises in present knowledge based economy. Explaining the issue of business environment institutions and their role in present economy, skills by the students the knowledge related with types of business supporting institutions (defined the institutions, scope of their activities, academic skills to understand importance of this sector in economy.  The student has the ability to recognize risks and effect functioning present economy. | |
| ***Contact person:*** | Dr Anna Mempel-Śnieżyk; [anna.sniezyk@ue.wroc.pl](mailto:anna.sniezyk@ue.wroc.pl), 71/ 36 80 727 | |
| ***Literature:*** | 1. *Regions, Globalisation, and the Knowledge-Based Economy*, ed. by J.H. Dunning, Oxford University Press, New York 2000. 2. Business and its environment. David P. Baron. Upper Saddle River, NJ: Pearson Prentice Hall, 2006. 3. [OECD Studies on SMEs and Entrepreneurship High-Growth Enterprises: What Governments Can Do to Make a Difference](http://www.waterstones.com/waterstonesweb/products/oecd+publishing/oecd+studies+on+smes+and+entrepreneurship+high-growth+enterprises/8373470/), [OECD Publishing](javascript:doAuthorSearch('OECD%20Publishing');)19.11.2010 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. D. Rooney, G.Hearn, A. Ninan, Handbook on the Knowledge Economy. Edward Elgar, Cheltenham 2005 | |
| ***Faculty:*** | *wszyscy studenci* | |
|  | Deklaruje prowadzenie zajęć w każdym wymiarze godzin. | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Organizacje otoczenia biznesu i wspieranie przedsiębiorczości we współczesnej gospodarce*  *wydział: NE*  *kierunek: MSG*  *specjalność: KwPM*  *rok:III* |

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| ***Title:*** | Network co-operation and innovativeness of business entities | |
| ***Lecture hours:*** | *15* | |
| ***Study period:*** | *cały rok* | |
| ***Level:*** | *podstawowy* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | class of work: project and its presentation | |
| ***Language:*** | english | |
| ***Prerequisites:*** | Knowledge of basic economics. Teamwork | |
| ***Course content:*** | The modern network economy - features, trends phenomenon  Links, networks and their importance for business.  Elements of network economy  Types of business networks  Innovativeness of present businesses  The meaning and importance of special economic zones in fostering the entrepreneurship  Social capital as a specific network  Forming a networks by market participants  Personal/business networking - methods of networking, networking in job search  Key role of networking in business development in the world  Forms of international cooperation – case study  Active lecture use of audiovisual techniques, supplemented by discussions with students, group work and case studies, | |
| ***Learning outcomes:*** | Explaining the issue of networking, and their role in business development in the world , skills by the students the knowledge related with networks of connections between market players, identification of the types of networks, role of innovations for competitiveness of businesses, academic skills to understand the changes modern network economy. | |
| ***Contact person:*** | Dr Anna Mempel-Śnieżyk; [anna.sniezyk@ue.wroc.pl](mailto:anna.sniezyk@ue.wroc.pl), 71/ 36 80 727 | |
| ***Literature:*** | 1. D. Clifton , Network with Confidence, A&C Black London 2006 2. J. H. Gitomer, Little Black Book of Connections: Assets for Networking Your Way to Rich Relationships , Bard Press Austin Texas 2006 3. O. Brafman, Click: The Magic of Instant Connections, Crown Nusiness, USA 2010 4. A. Warren, The Great Connection Paullium Books, USA 1997 | |
| ***Faculty:*** | *wszyscy studenci* | |
|  | Deklaruje prowadzenie zajęć w każdym wymiarze godzin. | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Gospodarka sieciowa w przestrzeni europejskiej*  *wydział: NE*  *kierunek: MSG*  *specjalność: wszystkie*  *rok: I* |

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| ***Title:*** | SUPPORTING ENTREPRENEURSHIP IN INTERNATIONAL CONTEXT | |
| ***Lecture hours:*** | *30* | |
| ***Study period:*** | *cały rok* | |
| ***Level:*** | *podstawowy* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | class of work: project and its presentation | |
| ***Language:*** | english | |
| ***Prerequisites:*** | Knowledge of basic economics. Teamwork | |
| ***Course content:*** | 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, | |
| ***Learning outcomes:*** | Transfer of knowledge about entrepreneurship support system, barriers and problems associated undertaking entrepreneurial activities. Possible ways of solving this problems.  To acquaint students with issues of institutional frameworks of supporting of entrepreneurship.  The student has the ability to recognize opportunities and benefits of taking a variety of entrepreneurial activities and evaluation of the effects of this activity  Abilities to use the instruments available to support the business sector | |
| ***Contact person:*** | Dr Anna Mempel-Śnieżyk; [anna.sniezyk@ue.wroc.pl](mailto:anna.sniezyk@ue.wroc.pl), 71/ 36 80 727 | |
| ***Literature:*** | 1. [OECD Studies on SMEs and Entrepreneurship High-Growth Enterprises: What Governments Can Do to Make a Difference](http://www.waterstones.com/waterstonesweb/products/oecd+publishing/oecd+studies+on+smes+and+entrepreneurship+high-growth+enterprises/8373470/), [OECD Publishing](javascript:doAuthorSearch('OECD%20Publishing');)19.11.2010 2. Rozwój małych i średnich przedsiębiorstw. Wiedz, 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](javascript:doAuthorSearch('Nadeem%20Kureshi');) [Quality Management in SMEs](http://www.waterstones.com/waterstonesweb/products/nadeem+kureshi/quality+management+in+smes/8940991/), LAP Lambert Academic Publishing AG & Co KG 2011 5. [K. Lal](javascript:doAuthorSearch('%26%2334%3BKaushalesh%20Lal%26%2334%3B');), [B. Oyelaran-Oyeyinka](javascript:doAuthorSearch('%26%2334%3BBanji%20Oyelaran-Oyeyinka%26%2334%3B');), 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:*** | *wszyscy studenci* | |
|  | *Deklaruje prowadzenie zajęć w dowolnym wymiarze godzin* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Wspieranie przedsiębiorczości w ujęciu międzynarodowym*  *wydział: NE*  *kierunek: MSG*  *specjalność: BM*  *rok:II* |

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| ***Title:*** | **The Crisis – origins, theories and consequences of the Great Recession of late 2000s** | |
| ***Lecture hours:*** | *Lectures plus exercises – 10 h (8 h lectures + 2 h exercises)* | |
| ***Study period:*** | *Winter or Summer* | |
| ***Level:*** | *Specialized* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Essay and presentation (team up to 3 students)* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Interest in current socio-economic situation is welcomed* | |
| ***Course content:*** | 1. Critical analysis of various theories concerning the Great Recession (liberal, neoliberal, Keynesian, Austrian, heterodox and other explanations of the crisis) 2. Discussion on current macroeconomic policies employed in the US and euro area in connection with the crisis 3. Socio-economic consequences of the Great Recession and economic policies employed in recent years 4. Orthodox vs heterodox debate (theory and applied economic policy) with special emphasis on the concept of: - freedom - debt - unemployment - government - central bank - positive economics - normative economics | |
| ***Learning outcomes:*** | *Students get perspective on the latest debate concerning the Great Recession – the biggest crisis since the Great Depression of the 1930s:*   1. *Better understanding of the global economy and macroeconomic policy* 2. *Better perspective on the development of modern macroeconomic theory* 3. *Development of critical thinking* | |
| ***Contact person:*** | *Dr Wiktor Szydło (e-mail: wiktor.szydlo@ue.wroc.pl)* | |
| ***Literature:*** | Various sources – in most cases recent texts and articles on the subject in English (some texts will be provided for students) | |
| ***Faculty:*** | Course for all faculties | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *No* |  |

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| ***Title:*** | **Food Crisis, Poverty and Inequality** | |
| ***Lecture hours:*** | *Total 8 h (6 h lectures + 2 h exercises)* | |
| ***Study period:*** | *Winter or Summer* | |
| ***Level:*** | *Specialized* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Essay and presentation (team up to 3 students)* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Interest in current socio-economic situation is welcomed* | |
| ***Course content:*** | Assessment of various (liberal, neoliberal, Keynesian, Austrian, heterodox, Christian and other) standpoints and doctrines concerning:   1. Hunger 2. Poverty 3. Inequality   The Food Crisis of late 2000s – current state and historical perspective | |
| ***Learning outcomes:*** | 1. *Students get perspective on the latest debate concerning the problem of hunger, poverty and inequality.* 2. *Better understanding of the global economy and current macroeconomic policy* 3. *Development of critical thinking* | |
| ***Contact person:*** | *Dr Wiktor Szydło (e-mail: wiktor.szydlo@ue.wroc.pl)* | |
| ***Literature:*** | Various sources – in most cases recent texts and articles on the subject in English (some texts will be provided for students). | |
| ***Faculty:*** | Course for all faculties | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *No* |  |

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| ***Title:*** | **Introduction to contemporary macroeconomics** | |
| ***Lecture hours:*** | 24 h (14 h – lectures and 10 h – classes) | |
| ***Study period:*** | Winter or Summer | |
| ***Level:*** | Basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Presentation *(team up to 3 students)*  and multiple choice test | |
| ***Language:*** | English | |
| ***Prerequisites:*** | *Some interest in current socio-economic situation is welcomed* | |
| ***Course content:*** | 1. Introduction to macroeconomics (basic definitions) 2. System of National Accounts 3. Alternative development and wellbeing measures 4. Schools of macroeconomic thought (basic facts) 5. Simple economy model 6. Basic analysis of the labour market 7. Inflation 8. Monetary policy (in the context of the crisis) 9. Fiscal policy (in the context of the crisis) 10. IS-LM model 11. Open economy (balance of payments, financial markets and exchange rate regimes) 12. Introduction to the current macroeconomic debate | |
| ***Learning outcomes:*** | Basic understanding of contemporary macroeconomics. The ability to critically analyze the recent debate on the subject – especially in the context of the global financial crisis. | |
| ***Contact person:*** | *Dr Wiktor Szydło*  *(e-mail: wiktor.szydlo@ue.wroc.pl)* | |
| ***Literature:*** | Various sources – in most cases recent texts and articles on the subject in English (some texts will be provided for students)  **Some chapters from these textbook:**  - N. Gregory Mankiw, Macroeconomics, New York : Worth Publishers, 8th ed., 2013. (or earlier editions),  - Olivier Blanchard , Macroeconomics, Upper Saddle River, NJ : Pearson Prentice Hall, 4th ed. 2006. (or other editions). | |
| ***Faculty:*** | All | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | Partly yes  Macroeconomics – Faculty of Engineering and Economics |  |

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| ***Title:*** | *International business law* | |
| ***Lecture hours:*** | *30h* | |
| ***Study period:*** | *Both semesters* | |
| ***Level:*** | *advanced* | |
| ***Location:*** | *Wrocław, Jelenia Góra* | |
| ***Examination:*** | *Case studies prepared by students* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Student should complete basic course of law* | |
| ***Course content:*** | *Private International Law: applicable law, jurisdiction, jurisdiction, enforcement and recognition of judgements, international substantive commercial law.*  *European Competition Law.*  *International arbitration.* | |
| ***Learning outcomes:*** | *Knowledge of basics of civil and commercial law in context of private international law.* | |
| ***Contact person:*** | *Michał Stępień,* [*michal.stepien@ue.wroc.pl*](mailto:michal.stepien@ue.wroc.pl)*, tel.: 71 3680-233* | |
| ***Literature:*** | *Lorna Woods, Philippa Watson, „EU Law”, 2014*  *James Fawcett, Janeen Carruthers, Peter North, „* Private International Law”, 2008  Stephen Weatherill, „Cases and Materials on EU Law”, 2014 | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *No, there is no lecture on topics covered by this proposal.* |  |

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| ***Title:*** | *European law* | |
| ***Lecture hours:*** | *30h* | |
| ***Study period:*** | *Both semesters* | |
| ***Level:*** | *advanced* | |
| ***Location:*** | *Wrocław, Jelenia Góra* | |
| ***Examination:*** | *Case studies prepared by students* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Student should complete basic course of law* | |
| ***Course content:*** | *Functioning of EU: institutions, sources of law, legislative procedure.*  *Legal aspects of internal market, especially free movement of goods, people and services.*  *European Competition Law.*  *Legal litigation in EU between enterprises with seats in different Member States: Rome I and Brussels I Bis regulations.* | |
| ***Learning outcomes:*** | *Knowledge and understanding of functioning of EU and its internal market from point view of entrepreneurs.* | |
| ***Contact person:*** | *Michał Stępień,* [*michal.stepien@ue.wroc.pl*](mailto:michal.stepien@ue.wroc.pl)*, tel.: 71 3680-233* | |
| ***Literature:*** | *Lorna Woods, Philippa Watson, „EU Law”, 2014*  *James Fawcett, Janeen Carruthers, Peter North, „* Private International Law”, 2008  Stephen Weatherill, „Cases and Materials on EU Law”, 2014 | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *No, there is no lecture exclusively on the European Law* |  |

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| ***Title:*** | *Public Sector Economics* | |
| ***Lecture hours:*** | *15* | |
| ***Study period:*** | *Winter or spring semester* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Essay and presentation* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Microeconomics* | |
| ***Course content:*** | * *The subject range of public sector. Theory of public goods. Manner of financing and distributing public goods.* * *Public sector failures. Bureaucracy. Corruption. Dealing with public money. Risk aversion. Budget limitations.* * *Methods to improve public administration. Private and public sector management – key differences. Methods to improve bureaucracy. Transparency, e-administration, goals of public administration, task budget. Agency theory.* * *Public – private partnership. Public procurement. Public aid.* * *Privatization and commercialization of public enterprises. Decentralization.* | |
| ***Learning outcomes:*** | *Understanding basics of public sector economics. Understanding the role of government and local government in modern economy.* | |
| ***Contact person:*** | *Dr Marcin Brol, marcin.brol@ue.wroc.pl* | |
| ***Literature:*** | *1. J. E. Stiglitz, Economics of the Public Sector, W. W. Norton & Company, 2000.*  *2. R. Holcombe, Public Sector Economics, Pearson Education, New Jersey 2006.*  *3. R. W. Tresch, Public Sector Economics, Palgrave Macmillan 2008.* | |
| ***Faculty:*** | *All students* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | *tak - nazwa przedmiotu: Ekonomia sektora publicznego*  *wydział: NE/EZiT*  *kierunek: ekonomia*  *specjalność: ogólnokierunkowy*  *rok: II 1 go stopnia (NE), II 2-go stopnia (EZiT)* |

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| ***Title:*** | Economic Policy (e-learning course) | |
| ***Lecture hours:*** | 30 hours (lectures and of workshop) | |
| ***Study period:*** | Spring | |
| ***Level:*** | Beginers | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | 50% - essay; 50% - activeness during classes and participation | |
| ***Language:*** | English | |
| ***Prerequisites:*** | Basic knowledge of the Micro- and Macroeconomics | |
| ***Course content:*** | 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 introduces 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, labor 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](mailto:ewa.cybulska@ue.wroc.pl); 71 3680222  Joanna Jahn, MA MSc: [joanna.jahn@ue.wroc.pl](mailto:joanna.jahn@ue.wroc.pl)  Bernadeta Baran, PhD: bernadeta.baran@ue.wroc.pl | |
| ***Literature:*** | 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 Macmillian, 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:*** | All students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | tak - nazwa przedmiotu: Polityka ekonomiczna  wydział: NE  kierunek: FiR, MSG  specjalność: wszystkie  rok: 2 |