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| ***Title:*** | *Basics of Logistics in SAP ERP* | |
| ***Lecture hours:*** | *20* | |
| ***Study period:*** | *Both* | |
| ***Level:*** | *Intermediate* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Computer test* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Basics of Logistics* | |
| ***Course content:*** | *The aim of the course is to introduce basic transactions of SAP ERP system. Main topics:*   1. *Introduction to SAP ERP – installing the client, user interface, navigation* 2. *Material Management* 3. *Production Planning* 4. *Sales and Distribution* | |
| ***Learning outcomes:*** | *Rising demand for centralized information in the contemporary companies results in growing interest in integrated information systems. One of the best known solutions from this field is the SAP ERP system. Basic knowledge of this system is more and more often one of the important requirements in the recruitment procedure.*  *After completion of this course student will be able to:*   1. *Navigate in SAP ERP user interface* 2. *Use SAP Workplace* 3. *Do basic operations from the field of logistics* 4. *Find additional information about transactions in SAP ERP* | |
| ***Contact person:*** | *Marek Kośny, e-mail:* [*marek.kosny@ue.wroc.pl*](mailto:marek.kosny@ue.wroc.pl)  *Michał Jakubiak, e-mail:* [*michal.jakubiak@ue.wroc.pl*](mailto:michal.jakubiak@ue.wroc.pl) | |
| ***Literature:*** | *Dowling K.N., SAP project system handbook, McGraw Hill, 2008.*  *Mazzullo J., Wheatley P., SAP R/3 for Everyone: Step-by-Step Instructions, Practical Advice, and Other Tips and Tricks for Working with SAP, Prentice Hall, 2005* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *tak* | *nazwa przedmiotu: Systemy informatyczne w logistyce - system R3*  *wydział: Zarządzania, Informatyki i Finansów*  *kierunek: Zarządzanie*  *specjalność: Logistyka*  *rok: III (LS)* |

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| ***Title:*** | *Economic analyzes using macros in Excel* | |
| ***Lecture hours:*** | *30* | |
| ***Study period:*** | *Both* | |
| ***Level:*** | *Intermediate* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Computer test* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Econometrics* | |
| ***Course content:*** | *The aim of the course is to introduce basics of programming in MS Excel using Visual Basic for Applications. Main topics:*   1. *Visual Basic for Applications – language basics.* 2. *UserForms – definition, controls and event handlers.* 3. *Calculation of estimation errors using bootstrap procedure.* 4. *Portfolio analysis with automatized data collection.* | |
| ***Learning outcomes:*** | *The increase in computational complexity and size of data sets analyzed by companies forces the automation of analytical processes. The use of the extension of MS Excel, which is a VBA, allows the realization of an intermediate solution between the ready-made systems with pre-defined functionality and - usually very expensive – dedicated programs.*  *After completion of this course student will be able to:*   1. *Write and modify simple programs (macros) in Visual Basic for Applications.* 2. *Create UserForms and manage their functionality.* 3. *Apply VBA to perform economic analyzes.* | |
| ***Contact person:*** | *Marek Kośny, e-mail:* [*marek.kosny@ue.wroc.pl*](mailto:marek.kosny@ue.wroc.pl) | |
| ***Literature:*** | *Barreto H., Howland F., Introductory Econometrics: Using Monte Carlo Simulation with Microsoft Excel, Cambridge University Press, 2005*  *Bovey R., Wallentin D., Bullen S., Green J., Professional Excel Development: The Definitive Guide to Developing Applications Using Microsoft Excel, VBA, and .NET, Addison-Wesley Professional, 2nd edition, 2009.*  *Walkenbach J., Excel 2010 Power Programming with VBA, Wiley, 2010.* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *tak* | *nazwa przedmiotu: Analizy rynkowe z wykorzystaniem VBA*  *wydział: Zarządzania, Informatyki i Finansów*  *kierunek: Analityka gsopodarcza*  *specjalność: Analityk rynku*  *rok: III* |

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| ***Title:*** | Data Analysis in R Environment | |
| ***Lecture hours:*** | 10 h. lectures, 18 h. labs. | |
| ***Study period:*** | one semester (winter or summer) | |
| ***Level:*** | basic | |
| ***Location:*** | Wrocław (Jelenia Góra also possible) | |
| ***Examination:*** | Tests for lecture grades, own projects for labs grades. | |
| ***Language:*** | English (for labs German as second language) | |
| ***Prerequisites:*** | Information technologies at basic level | |
| ***Course content:*** | * Basic issues of data analysis. objects and variables, sata matrix and an array of data; * Measure scales, normalization, data sources; * Classification of data analysis methods; * R statistical software platform; * Cluster analysis in R; * Multidimensional scaling in R; * Factor analysis in R; * Linear ranging in R; * Decision trees in R; * Neural networks in R; * Data visualization in R/ | |
| ***Learning outcomes:*** | * Knowledge concerning the purposes, research and statistical tools of multidimensional analysis on the basis of economic research. * Knowledge of practical use of selected methods of multidimensional statistical analysis to solve specific economic problems. * Knowledge of packages of R environment concerning multivariate data analysis methods and ability of fluent work with these packages with real research examples. | |
| ***Contact person:*** | Andrzej Dudek  [andrzej.dudek@ue.wroc.pl](mailto:andrzej.dudek@ue.wroc.pl)  +48 757538373 | |
| ***Literature:*** | [1] Dennis B.(2012) The R Student Companion. Chapman & Hall/CRC Press, Boca Raton, FL, 2012. ISBN 978-1-4398-7540-7.  [2] Walesiak M., Gatnar E. (red.) (2009), *Statystyczna analiza danych z wykorzystaniem programu R*, PWN, Warszawa.  [3] Gatnar E., Walesiak M. (red.) (2011), *Analiza danych jakościowych i symbolicznych z wykorzystaniem programu R*, C.H. Beck, Warszawa.  [4] R Development Core Team (2012), *R: A language and environment for statistical computing*. R Foundation for Statistical Computing, Vienna, URL http://www.R-project.org.  [5] Walesiak M., Dudek A. (2012), *clusterSim package*, URL <http://www.R-project.org>. | |
| ***Faculty:*** | all students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | tak | tak - nazwa przedmiotu: Analiza danych  wydział:EZiT  kierunek: Ekonomia/Zarządzanie  specjalność: kierunkowy  rok:3 |

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| ***Title:*** | E-TOURISM | |
| ***Lecture hours:*** | 10 h. lectures, 20 h. labs. | |
| ***Study period:*** | one semester (winter or summer) | |
| ***Level:*** | basic | |
| ***Location:*** | Wrocław (Jelenia Góra also possible) | |
| ***Examination:*** | Tests for lecture grades, own projects for labs grades. | |
| ***Language:*** | English (for labs German as second language) | |
| ***Prerequisites:*** | Information technologies at basic level, basic html knowledge is an advantage | |
| ***Course content:*** | * Information technology in travel agencies activities. * Website of tourism company. Portals / vortals. Travel search engines and compare engines. The use of information technology in the travel distribution systems (computer systems, distribution and computer reservation systems, GDS, development of web distribution systems). * Web positioning basic techniques and tools, Google Analytics. * Internet promotion of tourism enterprises, banners, mailing, newsletters, social media promotion. * Booking systems – technological ground. HTTP Server - Apache, IIS. HTML. Language JavaSrcipt. PHP language, Web Services, Major search providers / reservation desk (GDS): MerlinX, Amadeus. * Creation of a simple travel search engine using MerlinX MDS webservices. standard. | |
| ***Learning outcomes:*** | * Knowledge and skills in information technology applied in the distribution and promotion of tourist offers. * Knowledge of the practical use of booking systems, the latest online marketing techniques, core design tools to support the creation and sale of products for the tourist market. * Knowledge of the basic principles of web design and positioning. * Knowledge of the construction features and capabilities of online booking system (for example) MerlinX MDS webservices * The ability of creation a simple travel search / booking system engine using MerlinX MDS webservices standard. * The awareness of information technologies significance in the tourism market. | |
| ***Contact person:*** | Andrzej Dudek  [andrzej.dudek@ue.wroc.pl](mailto:andrzej.dudek@ue.wroc.pl)  +48 757538373 | |
| ***Literature:*** | Buhalis D., Egger R. (2008*), eTourism case studies: management and marketing issues in eTourism,* El Sevier, London,  Buhalis D., Laws E. (2004), *Tourism Distribution Channels. Practices, issues and transformations*, Thomson Learning, London,  MerlinX web service developer documentation: <http://docu.mdsws.merlinx.pl/data:request:offers>. | |
| ***Faculty:*** | all students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | tak | tak - nazwa przedmiotu: E-turystyka  wydział:EZiT  kierunek: Turystyka  specjalność: kierunkowy  rok:3 |

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| ***Title:*** | ***COMPUTER TOOLS FOR DATA ANALYSIS*** | |
| ***Lecture hours:*** | *Lectures: 10 hours*  *Computer Classes: 20 hours* | |
| ***Study period:*** | *Winter and Summer Term* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Case Studies and Empirical Paper* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Mathematics, Statistics* | |
| ***Course content:*** | *Lectures and Classes:*  *1. Elements of the Analysis of Survey Data (e.g. data coding, preparing data for analysis, descriptive statistics) and Basic Data Analysis (Correlation Analysis, Regression Analysis, ANOVA).*  *2. Advanced Data Analysis (e.g. measure scales, normalization, Linear Ordering, Cluster Analysis).*  *3. Advanced Data Analysis (e.g. Classification Trees, Conjoint Analysis).*  *4. Advanced Data Analysis (e.g. Contingency Tables; Correspondence Analysis, Multidimensional Scaling, Factor Analysis)*  *5. Writing Research Report; Presentation of the Results (Preparing Presentation, Results Presentation, Graphs and Plots using software (e.g. MS Excel, Statistica, SPSS).*  *Computer Classes:*  *Conducting Data Analyses with the use of Computer Tools: MS Excel and Statistica, SPSS. Preparing Presentation of the Research Results using Computer Tools: eg. MS Power Point, Prezi.* | |
| ***Learning outcomes:*** | *Knowledge: knowledge of research design and data analysis methods.*  *Competence and skills: designing economic research, mastering data analysis methods and techniques using software (MS Excel, Statistica, SPSS), preparing presentations of the results using software (MS Power Point or Prezi).* | |
| ***Contact person:*** | *dr Marta Dziechciarz-Duda (*[*marta.dziechciarz@ue.wroc.pl*](mailto:klaudia.przybysz@ue.wroc.pl)*)* | |
| ***Literature:*** | 1. *Anderson T.W.: An Introduction to Multivariate Statistical Analysis, John Wiley & Sons 2003.* 2. *Hair J.F., Black W.C., Babin B.J. Anderson R.E: Multivariate Data Analysis (7th Edition), Prentice Hall 2009.* 3. *Lattin J., Carroll D., Green P.: Analyzing Multivariate Data, Cengage Learning 2002.* 4. *Sweet S., Grace-Martin K.: Data Analysis with SPSS (4th Edition), Pearson 2011.* 5. *www.statsoft.com/textbook.* | |
| ***Faculty:*** | *All Faculties* | |
| ***Is this a copy of the lecture already taught on UE?*** | *yes* | *title: Metody analizy danych*  *department: ZIF*  *faculty: Z*  *specialty: all*  *year: 2 (LS)* |

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| ***Title:*** | *Dynamic and Financial Econometrics* | |
| ***Lecture hours:*** | *Lectures: 10 hours*  *Computer Classes: 20 hours* | |
| ***Study period:*** | *Winter and Summer Term* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Case Studies and Research Project Paper* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Mathematics, Statistics* | |
| ***Course content:*** | *Lectures:*  *1. Introduction to Time Series Models.*  *2. Stationary and Non-stationary Stochastic Processes. Seasonality.*  *3. Stationarity. Testing for Stationarity.*  *4. ARIMA Models. ARCH Models.*  *5. Cointegration. Testing for Contegration. Error Correction Models.*  *Computer Classes:*  *Application of Dynamic Econometric Methods in Modelling Financial Time Series with the Use of Computer Tools: MS Excel and GRETL.* | |
| ***Learning outcomes:*** | *Knowledge: knowledge of dynamic econometric models and methods*  *Competence and skills: data analysis, applications of dynamic econometric methods in modelling financial time series using software (MS Excel and GRETL)* | |
| ***Contact person:*** | *Prof. Józef Dziechciarz (*[*jozef.dziechciarz@ue.wroc.pl*](mailto:jozef.dziechciarz@ue.wroc.pl)*)*  *Mgr Anna Król (*[*anna.krol@ue.wroc.pl*](mailto:anna.krol@ue.wroc.pl)*)*  *To get more information visit our Internet site at:* [*http://www.ekonometria.ue.wroc.pl/*](http://www.ekonometria.ue.wroc.pl/) | |
| ***Literature:*** | 1. *Enders W.: Applied Econometric Time Series, John Wiley & Sons 2010.* 2. *Taylor S.: Modelling Financial Time Series, John Wiley & Sons 1992.* 3. *Brooks Ch.: Introductory Econometrics for Finance, Cambridge University Press 2002.* 4. *Mills T. C., Markellos R. N.: The Econometric Modelling of Financial Time Series, Cambridge University Press 2008.* 5. *Greene W.H.: Econometric Analysis, Prentice Hall 1999.* | |
| ***Faculty:*** | *All Faculties* | |
| ***Is this a copy of the lecture already taught on UE?*** | *yes* | *title: Ekonometria dynamiczna i finansowa*  *department: ZIF*  *faculty: IiE*  *specialty: all*  *year: 1 (MS)* |

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| ***Title:*** | *Econometrics* | |
| ***Lecture hours:*** | *Lectures: 10 hours*  *Computer Classes: 20 hours* | |
| ***Study period:*** | *Winter and Summer Term* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wroclaw* | |
| ***Examination:*** | *Case Studies and Research Project Paper* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Mathematics, Statistics* | |
| ***Course content:*** | *Lectures:*  *1. Simple Regression Model. Ordinary Least Squares (OLS) Estimation. Assumptions Underlying Classical Linear Regression Model.*  *2. Multiple Regression Model. Properties of the OLS Estimators.*  *3. Goodness of Fit. Hypothesis Testing: t-test, F-test. Normality of the Disturbance Term.*  *4. Heteroskedasticity. Autocorrelation.*  *5. Specification Analysis and Model Selection. Multicollinearity.*  *Computer Classes:*  *Application of Econometric Methods in Economics, Finance and Business with the Use of Computer Tools: MS Excel and GRETL.* | |
| ***Learning outcomes:*** | *Knowledge: basic knowledge of econometric theory, models and methods*  *Competence and skills: data analysis, techniques of econometric models’ estimation and verification (on the basic level)* | |
| ***Contact person:*** | *Prof. Józef Dziechciarz (*[*jozef.dziechciarz@ue.wroc.pl*](mailto:jozef.dziechciarz@ue.wroc.pl)*)*  *Mgr Anna Król (*[*anna.krol@ue.wroc.pl*](mailto:anna.krol@ue.wroc.pl)*)*  *To get more information visit our Internet site at:* [*http://www.ekonometria.ue.wroc.pl/*](http://www.ekonometria.ue.wroc.pl/) | |
| ***Literature:*** | 1. *Maddala G.S.: Introduction to Econometrics, John Wiley & Sons 2001.* 2. *Dougherty Ch.: Introduction to Econometrics, Oxford University Press 2002.* 3. *Greene W.H.: Econometric Analysis, Prentice Hall 1999.* 4. *Davidson R., MacKinnon J.G.: Econometric Theory and Methods, Oxford University Press 2004.* 5. *Brooks Ch.: Introductory Econometrics for Finance, Cambridge University Press 2002.* | |
| ***Faculty:*** | *All Faculties* | |
| ***Is this a copy of the lecture already taught on UE?*** | *yes* | *title: Ekonometria*  *department: ZIF*  *faculty: FIR, IiE*  *specialty: all*  *year: 2 (LS)* |

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| ***Title:*** | *Probability Theory with Applications* | |
| ***Lecture hours:*** | *40 (20+20) [minimal number of students – 10]* | |
| ***Study period:*** | *Both summer and winter terms* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Test (in writing)* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Algebra, Analysis* | |
| ***Course content:*** | *Probability space, random events as sets;*  *Definitions of probability measures;*  *Conditional probability and Bayes’ rule;*  *Independence of random events;*  *Random variables and their parameters;*  *Correlation and independence of random variables;*  *Basic discrete and continuous distributions;*  *Limit theorems.* | |
| ***Learning outcomes:*** | *The understanding of uncertainity and statistical approaches, distinguishing more and less probable possibilities.* | |
| ***Contact person:*** | *Dr inż. Albert Gardoń, B-6, Albert.Gardon@ue.wroc.pl* | |
| ***Literature:*** | *Pitman J. “Probability”. Springer, New York 1993.*  *Lupton R. “Statistics in Theory and Practice”. Princeton U. P. 1993.*  *McClave J.T., Dietrich F.H. “Statistics”. Dellen, San Francisco 1988.* | |
| ***Faculty:*** | *All* | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* | *tak - nazwa przedmiotu: Rachunek prawdopodobieństwa*  *wydział: ZIF*  *kierunek: wszystkie*  *specjalność: wszystkie*  *rok: 1 lub 2* |

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| ***Title:*** | *Statistics: Inference and Mathematical Statistics* | | | |
| ***Lecture hours:*** | *40 (20+20) [minimal number of students – 10]* | | | |
| ***Study period:*** | *Both summer and winter terms* | | | |
| ***Level:*** | *Basic* | | | |
| ***Location:*** | *Wrocław* | | | |
| ***Examination:*** | *Test (in writing)* | | | |
| ***Language:*** | *English* | | | |
| ***Prerequisites:*** | *Mathematics, Probability* | | | |
| ***Course content:*** | *Ordering statistical data, empirical density and distribution functions;*  *Estimation, basic statistical measures (mean, variance, skewness, correlation);*  *Linear regression model;*  *Confidence intervals;*  *Statistical tests (parametric and non-parametric).* | | | |
| ***Learning outcomes:*** | *The ability to make statistical inferences, the knowledge of the data analysis foundations, the use of mathematical tools in decision making.* | | | |
| ***Contact person:*** | *Dr inż. Albert Gardoń, B-6, Albert.Gardon@ue.wroc.pl* | | | |
| ***Literature:*** | *Lupton R. “Statistics in Theory and Practice”. Princeton U. P. 1993.*  *McClave J.T., Benson P.G. “Statistics for Business and Economics”. Dellen, San Francisco 1985.* | | | |
| ***Faculty:*** | *All* | | | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** | *nie* | | *tak - nazwa przedmiotu: Statystyka Opisowa i Matematyczna*  *wydział: wszystkie*  *kierunek: wszystkie*  *specjalność: wszystkie*  *rok: 1 lub 2* | |
| ***Title:*** | *Marketing Research* | | | |
| ***Lecture hours:*** | *Lectures: 10 hours*  *Computer Classes: 20 hours* | | | |
| ***Study period:*** | *Winter and Summer Term* | | | |
| ***Level:*** | *Basic* | | | |
| ***Location:*** | *Wrocław* | | | |
| ***Examination:*** | *Case Studies and Research Project Paper* | | | |
| ***Language:*** | *English* | | | |
| ***Prerequisites:*** | *Mathematics, Statistics* | | | |
| ***Course content:*** | *Lectures and Classes:*  *1. Introduction to Marketing Research, Research Design, Data Collection and Analysis.*  *2. Measurement and Scaling, Data Preparation.*  *3. Questionnaire design.*  *4. Survey Data Analysis.*  *5. Writing Marketing Research Report.*  *Computer Classes:*  *Application of Marketing Research Methods with the Use of Computer Tools: MS Excel and Statistica.* | | | |
| ***Learning outcomes:*** | *Knowledge: basic knowledge of marketing research theory and methods*  *Competence and skills: mastering marketing research methods and techniques using software (MS Excel and Statistica)* | | | |
| ***Contact person:*** | *Dr Klaudia Przybysz (*[*klaudia.przybysz@ue.wroc.pl*](mailto:klaudia.przybysz@ue.wroc.pl)*)*  *To get more information visit our Internet site at:* [*http://www.ekonometria.ue.wroc.pl/*](http://www.ekonometria.ue.wroc.pl/index.php?newlang=eng) | | | |
| ***Literature:*** | 1. *Churchill G.A. Jr.: Marketing Research: Methodological Foundations, Dryden Press 1995.* 2. *Zikmund W. G.: Exploring Marketing Research, Dryden Press 1994.* 3. *Anderson T. W., Finn J. D.: The New Statistical Analysis of Data, Springer-Verlag 1997.* 4. *Malhotra N. K., Birks D. F.: Marketing Research : an Applied Approach, Prentice Hall 1999.* 5. *Webb J. R.: Understanding and Designing Marketing Research, Academic Press 1992.* | | | |
| ***Faculty:*** | *All Faculties* | | | |
| ***Is this a copy of the lecture already taught on UE?*** | *yes* |  | | *title: Badania marketingowe*  *department: ZIF*  *faculty: Z*  *specialty: all*  *year: 3 (LS)* | |

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| ***Title:*** | *Methods of Data Analysis* | |
| ***Lecture hours:*** | *Lectures: 10 hours*  *Computer Classes: 20 hours* | |
| ***Study period:*** | *Winter and Summer Term* | |
| ***Level:*** | *Basic* | |
| ***Location:*** | *Wrocław* | |
| ***Examination:*** | *Case Studies and Empirical Paper* | |
| ***Language:*** | *English* | |
| ***Prerequisites:*** | *Mathematics, Statistics* | |
| ***Course content:*** | *Lectures and Classes:*  *1. Research Design (Research Topic, Data Sources, Sample Selection, Literature Review, Ethical Aspects).*  *2. Basic Data Analysis (e.g. Measurement Scales, Descriptive Statistics, Correlation Analysis, Regression Analysis, Hypothesis Testing and Inference).*  *3. Advanced Data Analysis and Special Topics (e.g. Classification Trees, Clustering Analysis, Binary Choice Models).*  *4. Writing Research Report (Report Structure, Theoretical Introduction, Data Presentation, Results Presentation, Graphs and Plots, References), 5. Presentation of the Results (Preparing Presentation, Effective Presentation Techniques).*  *Computer Classes:*  *Conducting Data Analyses with the Use of Computer Tools: MS Excel and Statistica. Preparing Presentation of the Research Results using Computer Tools: MS Power Point or Latex Beamer Class.* | |
| ***Learning outcomes:*** | *Knowledge: basic knowledge of research design and data analysis methods.*  *Competence and skills: designing economic research, mastering data analysis methods and techniques using software (MS Excel, Statistica), preparing presentations of the results using software (MS Power Point or Latex Beamer Class).* | |
| ***Contact person:*** | *Dr Klaudia Przybysz (*[*klaudia.przybysz@ue.wroc.pl*](mailto:klaudia.przybysz@ue.wroc.pl)*)*  *To get more information visit our Internet site at:* [*http://www.ekonometria.ue.wroc.pl/*](http://www.ekonometria.ue.wroc.pl/) | |
| ***Literature:*** | 1. *Anderson T. W., Finn J. D.: The New Statistical Analysis of Data, Springer-Verlag 1997.* 2. *Kumar R.: Research Methodology, SAGE Publications 2005.* 3. *Warner R.M.: Applied Statistics, Sage 2008.* 4. *Gnanadesikan R.: Methods for Statistical Data Analysis of Multivariate Observations, John Wiley & Sons 1997.* 5. *Maddala G.S.: Introduction to Econometrics, John Wiley & Sons 2001.* | |
| ***Faculty:*** | *All Faculties* | |
| ***Is this a copy of the lecture already taught on UE?*** | *yes* | *title: Metody analizy danych*  *department: ZIF*  *faculty: Z*  *specialty: all*  *year: 2 (LS)* |

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| ***Title:*** | **Management Information Systems (MIS)** | |
| ***Lecture hours:*** | 30 hours of lectures + 20 hours of tutorial classes | |
| ***Study period:*** | Winter and Summer Semester | |
| ***Level:*** | Basic | |
| ***Location:*** | Wrocław | |
| ***Examination:*** | Assignments and written test (the latter in case of a larger class when the originality of assignment answers cannot be fully validated). | |
| ***Language:*** | English | |
| ***Prerequisites:*** | *N/A* | |
| ***Course content:*** | **Management Information Systems** is concerned with studies of “soft” aspects of computing and information systems and combines them with behavioural issues traditionally studied in management science, economics, sociology, and psychology. MIS is predominantly an applied endeavour that studies application and use of information systems in (and by) business, government and society at large.  Course topics:   1. Information Systems in Global Business Today    1. The Role of Informatics in Business Today    2. Perspectives on Business Systems and Information Technology    3. Contemporary Approaches to Information Systems 2. E-Business: How Businesses Use Information Systems    1. Business Processes and Information Systems    2. Types of Business Information Systems    3. Systems That Span the Enterprise    4. The Information Systems Function in Business 3. Information Systems, Organizations, and Strategy    1. Organizations and Business Informatics    2. Using Information Systems to Achieve Competitive Advantage    3. Managing Information Systems 4. Ethical and Social Issues in Information Systems    1. Understanding Ethical and Social Issues Related to Systems    2. Ethics in an Information Society    3. The Moral Dimensions of Information Systems | |
| ***Learning outcomes:*** | * Understanding how information systems are transforming business and how do they relate to globalization. * Appreciation why information systems are so essential for running and managing a business today. * Thorough knowledge of what exactly is an information system and what are its management, organization, and technology components. * Understanding the relationships between business processes and information systems. * Identification how systems serve the various levels of management in a business. * Recognition of the differences between e-business, e-commerce, and e-government. * Recognition of the significance of using information systems to develop competitive strategies. * Appreciation of ethical, social, and political issues raised by information systems. * Understanding of how and why do contemporary information systems and technology pose challenges to the protection of individual privacy and intellectual property. * In depth inside into how information systems and technology affect everyday life. | |
| ***Contact person:*** | Prof. Leszek A. Maciaszek  email: [leszek.maciaszek@ue.wroc.pl](mailto:leszek.maciaszek@ue.wroc.pl)  web: <http://www.iie.ue.wroc.pl/lmaciaszek/en> | |
| ***Literature:*** | Laudon K., Laudon J., *Management Information Systems : Managing the Digital Firm*, 13th ed., Upper Saddle River, Pearson, 2014 | |
| ***Faculty:*** | This is a service course for all students | |
| ***czy przedmiot jest kopią przedmiotu prowadzonego na UE?*** |  | Tak:   1. Informatyka w zarządzaniu (IwZ) II rok licencjat studenci różnych kierunków 2. Podstawy systemów informacyjnych (PSI) I rok licencjat Informatyka w Biznesie |