

Wyższa Szkoła Finansów i Zarządzania w Białymstoku



Course Catalogue

Academic Year 2017/2018

It consists:

- modules name
- numer of ECTS
- description of each module

No.	Courses	ECTS
	winter semester	
1	Finance	5
2	International Economics Relations	5
3	Project Management	3
4	Business English	3
5	Marketing	7
6	Intellectually Property Law	2
7	Computer studies	7
		32

No.	Courses	ECTS
	spring semester	
1	Motivation Systems and the Evaluation of Work and Employees	4
2	Personnel Marketing	4
3	Business English	3
4	Microeconomics	7
5	Principles of Management	7
6	Company Evaluation	4
7	Law	6
		35

Subject: FINANCE	ECTS: 5
Course aims: This course is design to provide students with fundamentals of finance, financial markets, financial institutions and financial instruments.	
Course results: Understanding the fundamental mechanisms of financial system.	
Teaching methods: The approach to this course is both lecture and class discussion.	
Program of the course: <ol style="list-style-type: none"> 1. Finance and financial system 2. State budget. State revenues and expenditures. Taxes. 3. Banking system. Central bank and monetary policy. Commercial banks and their services. 4. Financial market. Money market and capital market. 5. International financial institutions. 6. Governmental financial policy 	
Assessment: Exam + project	
Basic literature: Z. Bodie, R. C. Merton, Finance, Prentice Hall, Inc., New Jersey 2000.	
Additional literature: Handouts.	

Subject: International Economic Relations	ECTS: 5
<p>Course aims: to understand the fundamental international problems, deal with important contemporary topics such as foreign trade, capital flows, monetary policy and exchange rates and issues in globalization.</p>	
<p>Course results: one of the most important objectives of the course is to bring an international dimension to the students' abilities to analyze economic phenomena. Students will be able to understand basic terms connected with international cooperation.</p>	
<p>Teaching methods: Lecture and exercises (discussion, case studies etc.)</p>	
<p>Program of the course: Introduction and Basic Theories of trade Absolute and Comparative advantage Modern trade theory International economy and globalization. International trade and economic growth. International factor movements. Exchange rate. Exchange rate determination. International monetary system. Challenges of globalization. Economic Growth and Development</p>	
<p>Educational outcome Student, participating in the course of International Economics Relations, acquires also abilities to analyse by himself economic phenomena and processes in international dimension.</p>	
<p>Assessment: Exam + project</p>	
<p>Basic literature: Salvatore D., Introduction to International Economics, A First Edition, John Wiley and Sons, Inc., New York 2005 Additional literature: Carbaugh R.J., International Economics, XI ed., Thomson South Western College Publishing, Cincinnati, Ohio 2007. Handouts</p>	

Subject: PROJECT MANAGEMENT	ECTS: 3
<p>Course aims: Students learn fundamental notions and methodologies from Project Management. Lecture is based on PMI/PMBOK and PRICE2 PM methodologies.</p>	
<p>Course results: to increase student's knowledge about methodological and practical approaches to project management.</p>	
<p>Teaching methods: lectures with multimedia presentation</p>	
<p>Program of the course:</p> <p>Module 1: Introduction - What Is a Project?</p> <p>Is It a Project?, Projects versus Process, Stakeholders, Project Characteristics, Project Management, Skills Project Manager Needs, Projects in Organizational Structures , Project Life Cycles and Project Management Processes, Project Management Knowledge.</p> <p>Module 2: Preliminaries - Project Charter and Preliminary Scope Statement</p> <p>Needs and Demands, Feasibility Studies, Kicking Off the Project Charter , Project Statement, Tools and Techniques for Charter Development, PM Information Systems, Preliminary Project Scope Statement</p> <p>Module 3: Project Scope - Project Scope Statement</p> <p>Project Scope Statement , Project Management Plan, Scope Definition, Product Analysis, Stakeholder Analysis</p> <p>Module 4: Planning - Work Breakdown Structure</p> <p>WBS and Communicating the Plan, Communications Management Plan , Quality Management and Standards</p> <p>Module 5: Risk Management</p> <p>Risk Planning, Risk Management , Tools and Techniques for Risk Management Planning, Analyzing Risks Using Qualitative Techniques, Quantifying Risk, Risk Response Planning</p> <p>Module 6 Resource Management</p> <p>Resource Planning, Purchases and Acquisitions, Human Resource Planning , Defining, Activity Sequencing Process</p> <p>Module 7: Project Schedule and Budget</p> <p>Activity Resources, Activity Durations, Project Schedule, Estimating Costs, Cost Budget Baseline</p>	

Module 8: Project Team

Project Team, Executing the Project plan, Project Execution Acquiring the Project Team, Developing the Project Team , Distributing Project Information

Module 9: Measuring and Controlling Project

Measuring and Controlling Project, Evaluation Criteria, Monitoring and Controlling Project Work, Managing Project Teams, Managing Stakeholders, Monitoring and Controlling Change

Module 10: Controlling Work Results and Closing Out the Project

Utilizing Perform Quality Control Techniques, Verifying Project Scope , Formulating Project Closeout, Project Endings, Releasing Project Team Members

Assessment Multi-choice test

Basic literature:

1. G.R. Heerkens, *Project Management*, McGraw-Hill, 2002.
2. J. P. Lewis, *Fundamentals of Project Management*, AMACOM Books, 1995.
3. *PORTABLE MBA in PROJECT MANAGEMENT*, ed. E. VERZUH, John Wiley & Sons, 2003.
4. K. Heldman, *PMP Project Management Professional Study Guide*, SYBEX Inc., 2002.
5. Any PMI/PMBOK and PRINCE2 methodology book.

Subject BUSINESS ENGLISH

ECTS: 3

Course aims:

Introduction students in to Business English, - delivering knowledge about English usage in Business, and Day to day activity and in General. Grammar in General , Developing listening and Reading skills, Practical Training , Developing Speaking and Writing skills. To ease up language barrier to improve speaking skills.

Course results:

Knowledge about Business English , Understanding, and how to use in Business purposes, Day to day usages in English and in General. Developing listening and Reading skills, Practical Training , Developing Speaking and Writing skills .

Teaching methods:

- Discussions
- practical exercises of listening and reading.
- speaking in general and different Business Environments,

Program of the course:

Unit: 1 International English Page no 4

Talking Point English as a global language

Listening: People talking about their attitudes to learning English.

Unit: 2 Making Contacts Page no 6

Describe people

Discussing appropriate conversation topics keeping the conversation going

Networking

Listening: People socializing at a conference

People gossiping at a conference

Grammar: Present Simple / Present Continuous

Verb + Preposition

Unit; 3 Making Calls Page no 11

Using the Telephone

Making telephone phrases

Exchanging information on the telephone.

Grammar: Past Simple,

Time adverbs for, in, during, ago, over, before

Unit; 4 Keeping Track Page no 16

Meetings

Checking and clarifying facts and figures

Listening: Extracts from meetings

Briefing meetings

Grammar: Superlative and Comparative,

Phrasal Verbs. With, on, at, off, up, down

Unit; 5 Speed of life Page no 20

Time Management

Pressure at work
Listening: People talking about how speed affects their work .

Unit; 6 Business Travel Pages no 23
Expressing like and dislike about traveling on business
Making polite requests and enquiries
Identifying signs as American English or British English
Listening: Greeting Visitors
Conversation; At Airport
Grammar; Polite question form, Collocation relating to travel

Unit; 7 Handling Calls Page no 28
Attitudes to using the telephone
Telephone manner
Dealing with incoming calls
Listening: Telephone Conversation
Grammar; Will for future prediction, spontaneous decisions, offers, requests, promises,
Refusals, threats

Unit: 8 Making Decisions Page no 32
Decision making
Conducting meeting
Listening: External forms of meetings
Interview with James Bond
Grammar: Conditionals (future references)
Unless, as/ so long as, suppose/ supposing

Unit: 9 Big Business Page no 37
Talking Points - Power of big business
Stating Opinions, agreeing and disagreeing
Listening: People talking about the size of their company
Article: Land of giants

Unit: 10 Small Talk Page no 40
Cultural differences in Meetings
Questionnaire on cultural awareness
Talking about experience.
Listening: People chatting at work
Grammar: Past simple / Present Perfect.

Assessment

The result of each student it is result of:

- activities during classes,
- marks achieved during practical exercises made through all meetings,
- Written examination.

Basic literature:

- 1) In Company - Intermediate,
Mark Powell
Macmillan Publication

- 2) Business English By Bill Mascull (Adv.)
By Cambridge Professional English
- 3) Cambridge IELTS , For Listening and Reading .

Subject: Marketing	ECTS: 7
Course aims: The aim of course is to present to students information concerning the process of creating, developing and maintaining beneficial exchange with customers. Students learn:	

- Types of marketing,
- SWOT analysis,
- Buyer decision process,
- Factors influencing consumer behavior,
- Market segmentation procedure,
- Types of segmentation,
- Criteria's of segmentation,
- Selecting market segments,
- Market coverage strategies,
- How to differentiate a product or service,
- Perceptual mapping,
- Structure and attributes of a product,
- Benefits of branding,
- Types of branding strategy,
- Product life cycle,
- Pricing strategies,
- Pricing methods,
- Distribution channels,
- Distribution strategies,
- Promotion instruments,
- Budget of promotion,
- Push and pull strategy.

Course results:**Knowledge:**

1. Student knows the definition of marketing and types of marketing.
2. Student knows criteria's of segmentation and strategies of market coverage.
3. Student knows strategies of positioning and perceptual mappings.
4. Student knows the attributes of product.
5. Student knows branding strategies, their advantages and drawbacks.
6. Student knows the product life cycle and marketing strategies in every stage.
7. Student knows product strategies.
8. Student knows price strategies and methods of pricing.
9. Student knows place strategies.
10. Student knows instruments of promotion.

Abilities:

1. Student has an ability to conduct SWOT analyze.
2. Student has an ability to analyze consumer's buying process and choose factors influencing consumer's behavior.
3. Student has an ability to characterize market segments and conduct assessment of attractiveness.
4. Student has an ability to analyze brand strategies.
5. Student has an ability to prepare a plan of launching a new product on the market (choose product, price, place and promotion strategy).
6. Student has an ability to analyze a case study.

Teaching methods: lecture, exercise, case study, discussion

Program of the course:

1. Introduction to marketing (2 h).
2. Customer behavior (4 h).
3. Market segmentation (4 h).
4. Marketing analysis - competitors, customers (2 h).
5. Marketing planning and strategy formulation (2h).
6. Product (4h).
7. Price (2h).
8. Place (2h).
9. Promotion (4h).
10. Global market strategies (2h).
11. Test (2h).

Effects of education: Students have basic knowledge and skills necessary to work in Marketing Department.

Assessment:

1. Presence.
2. Exercises / case studies.
3. Project.
4. Test.

B

asic literature:

1. Philip Kotler, „Marketing management. The millennium Edition“, Prentice Hall International, USA 2000
2. Subhash C. Jain, „Marketing. Planning & strategy“, South-Western College Publishing, 2000

Additional literature:

1. Peter Mudie, Angela Cottam, „The management and marketing of services“, Butterworth Heinemann, 1999
2. Adrian Payne, „The essence of services marketing“, Prentice Hall, 1993
3. Christopher Lovelock, „Service Marketing. People, technology, Strategy“, Prentice Hall, 2001

Subject: INTELLECTUAL PROPERTY LAW	ECTS: 2
<p>Course aims: The general aim of the course is to teach students elementary intellectual property law concepts and structures.</p> <p>The additional aim of the course is to master elementary copyright English and prepare students to conduct professional conversation on copyright terms.</p>	
<p>Course results: Students have a knowledge of intellectual property system, concepts, principles and structures applied in Poland and Europe.</p>	
<p>Teaching methods: Teaching methods of the course are:</p> <ul style="list-style-type: none"> - explanation and lecturing, - demonstrating and modeling (using multimedia presentations), - questioning and testing. 	
<p>Program of the course (15 hours):</p> <p>Part I The World of Intellectual Property (2 hours)</p> <ol style="list-style-type: none"> 1) Definition of Intellectual Property 2) International Copyright Protection 3) International Industrial Property Protection <p>Part II Introduction to Copyright (8 hours)</p> <ol style="list-style-type: none"> 1) Protected Works 2) Owner of the Copyright 3) Rights Protected (Economic Rights and Moral Rights) 4) Duration of Copyright 5) Permissible Use of Protected Works 6) Organizations for Collective Copyright Management 7) Exercise of Copyright (Devolution of Author's Economic Rights) 8) Protection of Author's Moral and Economic Rights 9) Criminal Liability <p>Part III Introduction to Industrial Property (5 hours)</p> <ol style="list-style-type: none"> 1) General Principles of Industrial Property Law 2) Inventions 3) Trademarks 4) Utility models 5) Industrial design 6) Geographical indications 7) Polish Patent Office and The European Patent Register 	
<p>Assessment</p> <p>2 midterm exercises + final exam - multiple choice test</p>	
<p>Literature:</p> <ol style="list-style-type: none"> 1) <i>Copyright and Related Rights Act 1994</i>, 4th of February, the consolidated text of the act available on: www.estudia.wsfiz.edu.pl 2) <i>Industrial Property Law 2000</i>, 30 th of June, the consolidated text of the act available on: www.estudia.wsfiz.edu.pl 3) Nowinska E., <i>Intellectual property protection in Poland: copyright, patent law, trademarks</i>, "Twigger", Warszawa 1998, WSFiZ Library 4) materials prepared for students by lecturer 	

Subject: Computer Studies	ECTS: 7
Course aims:	
The aim of the course is to gain practical skills in computer file management, editing text documents, spreadsheets, databases and the Internet.	
Course results:	
Learning outcomes - students within the subject acquire the ability to use typical applications for processing information. For each of the learned computer programs, part of the classes will be used to adjust the program to the needs of the user, the exchange of data with other applications and capabilities automate some operations eg. Use of styles and templates. The knowledge gained in the classroom will effectively collect and store information, analyze data and use information technologies in decision-making.	
Teaching methods:	
The classes with the use of specialized software in the system Moodle Forms Assessment: graded credit Passing an e-exercises based on tasks performed using specialized software	
Program of the course:	
<ol style="list-style-type: none"> 1. Introduction to information technology 2. Basic operations in a text editor 3. Mail Merge in a text editor 4. Analysis of the data in a spreadsheet 5. Features include a spreadsheet 6. The database in a spreadsheet 7. Creating presentation materials 8. Use of the Internet 	
Effects of education:	
He knows the standard tools for collecting, analyzing and presenting economic and social data He can use the resources obtained from the databases and information systems on the Internet and apply appropriate presentation techniques using Microsoft Office PowerPoint He is aware of the level of their knowledge and skills and understands the need for continuous learning, due to the dynamics of market processes and social changes in the world	
Assessment: Graded credit	
Basic literature:	
<ol style="list-style-type: none"> 1) Harasiewicz- Mordasewicz A., <i>Excel 2007</i>, Oficyna Wydawnicza Uczelni Łazarskiego, Dom Wydawniczy Elipsa, Warszawa 2010 2) Siemieniuk N., Zalewska-Bochenko A., <i>Microsoft Word 2007, Microsoft PowerPoint 2007. Ilustrowany przewodnik dla studentów</i>, Wydawnictwa WEiZ UwB, Białystok 2012 	
Additional literature:	
<ol style="list-style-type: none"> 1) Siemieniuk N., Rytelewska K., Siemieniuk T., <i>Materiały do wykładów i ćwiczeń</i>, http://www.estudia.wsfiz.edu.pl 	

Subject: MICROECONOMICS	ECTS: 7
<p>Course aims:</p> <ul style="list-style-type: none"> • to understand the fundamental microeconomic problems, • to familiarise the students with the analytical methods and tools used by economists, 	
<p>Course results:</p> <p>Students will be able to understand basic microeconomic terms (production possibility curve, market, demand, supply, elasticity, cost of production, types of competition, total and marginal utility)</p>	
<p>Teaching methods:</p> <p>Lecture and exercises (discussion, case studies etc.)</p>	
<p>Program of the course:</p> <ol style="list-style-type: none"> 1. Introduction to the study of Economics. 2. Scarcity and Economic Choice. 3. The laws of demand and supply. 4. Elasticity of demand and supply. 5. The market system and resource allocation. The private sector. The public sector. 6. Consumer choice and demand. 7. Producer choice - cost of production and economic profit 8. Monopoly and economic inefficiency. 9. Imperfect competition and perfect competition - conduct and performance. 10. Competitive markets and efficiency. <p>Effects of education:</p> <p>Students have basic knowledge and understanding of the fundamental microeconomic problems</p>	
<p>Assessment</p> <p>2 tests - only exercises (15 points each) + final exam: (multiple choice questions, fill in questions, True or False questions)</p>	
<p>Basic literature:</p> <ol style="list-style-type: none"> 1. Bradley R. Schiller, <i>The Economy Today</i>, McGraw-Hill, Inc., New York 1991, 2. McConell, Brue, <i>Microeconomics</i>, McGraw-Hill, Inc., 1990, 3. H. Kohler <i>Microeconomics</i>, 1992, 4. Roger Arnold, <i>Microeconomics</i>, 1998, <p>Additional literature:</p> <p>R. Bingham, W. Walstad, <i>Study Guide to Accompany McConnell & Brue</i></p>	

Subject: PRINCIPLES OF MANAGEMENT	ECTS 7
<p>Course aims: The course shall provide students with the basic theories and concepts that are involved in management. The main objective of the programme is to enable students to understand the various aspects of management process.</p>	
<p>Course results: Students will know importance of planning, organizing, motivating and empowering people, leading and controlling in management process. As students should be able to apply knowledge on the job, exercises - through case studies - will give them opportunity to use theoretical principles in practice</p>	
<p>Teaching methods: Theories and concepts explained in practical manner, by using case study and other examples.</p>	
<p>Program of the course:</p> <p>I. Introduction to management</p> <ol style="list-style-type: none"> 1. The essence of organizations 2. Process of management : planning, organizing, leading, controlling 3. Roles of managers 4. Managerial skills <p>II. Evolution of management theory</p> <ol style="list-style-type: none"> 1. Classical management theory: Scientific management, Bureaucratic management, Administrative management 2. Human relations movement 3. Quantitative management: Operations management, Management information systems 4. Systems approach: Systems theory, Contingency theory 5. Contemporary management <p>III. Planning</p> <ol style="list-style-type: none"> 1. Types of plans 2. The planning hierarchy: strategic planning, tactical planning, operational planning 3. Goals optimisation 4. Management by objectives <p>IV. Decision making</p> <ol style="list-style-type: none"> 1. The nature of decision making 2. Steps in decision making 3. Managing groups in organizations <p>V. Organizing</p>	

1. Organizational structures
2. Division of work: horizontal job specialization, vertical job specialization, job enlargement, job enrichment
3. Departmentalisation: functional, product, geographic and customer pattern
4. Line and staff issues
5. Delegation of authority
6. Centralization versus decentralization

VI. Managing human resources

1. Human resource planning
2. Recruitment
3. Selection
4. Training and development
5. Labour relations

VII. Motivation

1. Essence of motivation
2. Motivation theory
3. Motivational techniques and programs

VIII. Controlling

1. The control functions
2. Types of controls
3. Toward effective control
4. Production and operations management control: Total Quality Management

IX. Managing organizational conflict

1. Causes of conflict
2. Types of conflict
3. Methods of solving conflicts
4. Conflict as a source of changes in organization
5. The nature of organizational change

X. Social and cultural characteristics of effective organizations

1. Organizational culture
2. Culture creation
3. The ways employees learn their organization's culture: stories, rituals, material symbols, language
4. Organization culture versus national culture: cultural differences in human behavior
5. Business ethics

Assessment

Student should write two tests, prepare a project and presentation and actively participate in the exercises.

Basic literature:

1. Griffin R.W., *Management*, Boston: Houghton Mifflin Company, 1987
2. Robbins S. P., *Managing Today*, New Jersey Prentice Hall International 2000

Additional literature:

1. Evans D., *Management Gurus*, England Pearson Education Limited 2000

Subject: LAW	ECTS: 6
<p>Course aims:</p> <p>The general aim of the course is to teach students elementary legal concepts and structures applied in Poland and other countries.</p> <p>The course is divided into two parts: <u>I Introduction to law</u> - presents such topics as: the functions of law, legal country systems (common law system, statutory law system and other legal systems in the world), international law and law of the EU, internal organization of the law, collision rules, principles of legal interpretation, legal facts and legal relations, courts and lawyers; <u>II Introduction to Polish law</u> - presents political system in Poland, Polish constitutional law, criminal law, civil law and administrative law.</p> <p>In particular, the course aims to teach students legal terms and concepts of statutory law system using Polish system as an example. The other purpose of the course is to explain the form and function of some structures which are typical of Polish legal system by teachings students to understand legal texts, do legal exercises and solve legal cases.</p> <p>The additional aim of the course is to master elementary legal English and prepare students to conduct professional conversation on legal terms and write legal papers in their future professional life.</p>	
<p>Course results:</p> <p>Students have a knowledge of elementary legal concepts applied in Poland and other countries. They can identify differences between common law and statutory law, they can describe the internal organization of the law, the main features of the international law (including UE law), they understand and can use the main principles of legal interpretation. Students can characterize the Polish statutory law system and its main divisions and typologies.</p> <p>Students can understand legal texts and agreements and know how to find an answer for the legal problems and questions.</p>	
<p>Teaching methods: Teaching methods of the course are:</p> <ul style="list-style-type: none"> - explanation and lecturing, - demonstrating and modeling (using multimedia presentations), - collaborating (working in groups on legal texts and cases), - questioning and testing. 	

Program of the course:

Part I Introduction to law (15 hours)

- 1) The functions of law,
- 2) Legal country systems (statutory law, common law, other legal systems in the world)
- 3) International law and the Law of the European Union
- 4) Internal organisation of the law (public law and private law, substantive law and procedural law, branches of the law)
- 5) Validity of the law (collision rules, rules of legal inference)
- 6) Interpretation of legal regulations (principles and rules of interpretation)
- 7) Main legal terms and structures (legal duty and rights, legal responsibility, legal facts, legal relations)
- 8) System of courts and traditional legal professions

Part II Introduction to Polish law (15 hours)

- 1) Transformation of the polish legal system
- 2) Constitutional law (Constitution of the Republic of Poland and its main regulations)
- 3) State government and local governments in Poland (the nature of the municipal law)
- 4) Administrative law
- 5) Tax law (state and local taxes and duties)
- 6) Civil law (including intellectual property law)
- 7) Criminal law

Assessment

final exam

Basic literature:

1. J. Jabłońska-Bonca, Introduction to Law, LexisNexis, Warszawa 2004, ISBN 8373343504
2. Railey, English for Law, Prentice Hall, London 1991, ISBN 0134012097

Additional literature:

1. S. Frankowski, Introduction to Polish Law, Zakamycze 2005, ISBN 9041123318

Subject: Personnel marketing	ECTS: 4
<p>Course aims: Students understand the importance of personnel marketing in creating the employer's image. Students know how to plan the strategy and conduct employer branding and internal branding.</p>	
<p>Course results:</p> <p>Knowledge:</p> <ol style="list-style-type: none"> 1. Student knows the definition of personnel marketing and understands the difference between HRM and personnel marketing in a company. 2. Student knows the elements of personnel marketing system. 3. Student knows the difference between internal and external customers of personnel marketing. 4. Student knows the role of personnel marketing in creating company's image. 5. Student knows the role of HR department in personnel marketing. 6. Student knows the importance of modern communication system in personnel marketing. 7. Student knows how to plan, organise and conduct personnel activities in a company. 8. Student knows the role of corporate social responsibility strategy in personnel marketing. <p>Abilities:</p> <ol style="list-style-type: none"> 1. Student has an ability to identify the needs of internal and external customers of personnel marketing. 2. Student has an ability to plan company's image creation. 3. Student has an ability to plan communication system in a company. 4. Student has an ability to organize personnel function in a company. 5. Student has an ability to organize personnel activities in a company. 6. Student has an ability to analyze a case study. 	
<p>Teaching methods: lectures, exercises, tutorials, discussions, case studies</p>	
<p>Program of the course:</p> <ol style="list-style-type: none"> 1. Introduction to personnel marketing (3h). 2. Company's image as employer (3h). 3. Internal and external customers of personnel marketing (4h). 4. Internal communication in modern company as an instrument of personnel marketing (3h). 5. Organisation and tasks of HR department in a company (3h). 6. Planning, organising and conducting personnel activities in a company - recruitment, selection, orientation, development, assessment, motivation, training (9h). 7. Corporate social responsibility strategy in personnel marketing (3h). 8. Test (2h). 	
<p>Assessment</p> <ol style="list-style-type: none"> 1. Presence. 2. Group Works. 3. Test. 	

Basic literature:

1. Elżbieta Jędrych, Personnel innovation in organizations issues for managers, Akademia Finansów i Biznesu Vistula, Warszawa 2015

Additional literature:

1. Philip Kotler, „Marketing management. The millennium Edition”, Prentice Hall International, USA 2000
2. Eugene McKenna, Human resource management : a cocise analysis, Pearson Education Limited, Longman 2002
3. Gary Dessler, Human resource management, Prentice-Hall International Limited, London 2000

Subject: Company evaluation	ECTS: 4
<p>Course aims: A detailed analysis of management techniques, in managing social relations is main establishing the object. Due to assigning the priority to human resources, as most valuable in the organization, there is justified comprehensive analysis practicable in this dimension of techniques.</p>	
<p>Course results: Students will be able to understand main problems with company evaluation and main management techniques used to this evaluation.</p>	
<p>Teaching methods: lectures, exercises, tutorials, discussions, case studies</p>	
<p>Program of the course:</p> <ol style="list-style-type: none"> 1. notions and the attempt to describe management techniques 2. techniques creative management - creativities to the organization development 3. management methods with relations in the group 4. managing by conflict 5. Outplacement 	
<p>Assessment Group Works, final exam</p>	
<p>Basic literature: Handouts</p>	
<p>Additional literature:</p>	