

Course catalogue for incoming Erasmus+ students

Business economics - Second-cycle studies

2025/2026

Course title	Semester	ECTS	Lecture	Lab	Project
Entrepreneurial Behavior	winter	6	15	30	30
Contemporary Economic Issues	winter	6	15	30	30
Finance in Business	winter	6	15	30	30
Ethics and Corporate Social Responsibility	winter	6	15	30	30
Coaching and Mentoring	winter	6	15	30	30
Business Development	winter	6	15	30	30
Business Management	winter	6	15	30	30
Strategic Business Analysis	summer	6	15	30	30
Marketing	summer	6	15	30	30
Industry 5.0	summer	6	15	30	30
Virtual Economy and E-Commerce	summer	6	15	30	30
Consumer Research	summer	6	15	30	30
Business Models in IT	summer	6	15	30	30

Winter semester

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Entrepreneurial Behavior		Course code
			P2
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	Second-cycle studies	Study profile	practical
Field of study	Business economics	Specialization	
Education module	Core	Language of course	english
Semester	II	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project	Laboratory	
15	30	30	
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
General knowledge of entrepreneurship.			
COURSE OBJECTIVE			
The aim of the course is to introduce students to theories and practices related to entrepreneurial behavior, and to develop competencies in initiative, creativity, innovation, and the ability to identify and seize business opportunities in a dynamic market environment.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION	EFFECT	
Knowledge			
W1	The student knows and understands the principles of entrepreneurial activities and the challenges related to launching a business and implementing innovative projects.	K_W02 K_W15	
Skills			
U1	Can plan entrepreneurial activities, create strategies, solve problems, and apply methods that support project development.	K_U06 K_U10	
Competences			
K1	Is ready to identify moral dilemmas in business and implement responsible innovative practices.	K_K04 K_K17	
COURSE CONTENT			F-T S
TOPIC			P-T S
			15
			9

Exercises		15	9
1	Definitions and concepts of entrepreneurship	2	2
2	Traits and competencies of an entrepreneurial person	2	1
3	Creativity and innovation in business behavior	2	1
4	Planning entrepreneurial activities and development strategies	2	1
5	Analysis of opportunities and risks in business operations	2	1
6	Change management and adaptation in a dynamic environment	2	1
7	Social responsibility and ethics in entrepreneurial behavior	2	1
8	Case studies – successes and failures of entrepreneurs	1	1
TEACHING METHODS			
• interactive lecture • case analysis • brainstorming • business model design • group discussions			
ASSESSMENT CRITERIA			
Exercises			
Test.			
VERIFICATION OF LEARNING OUTCOMES			
CODE	DESCRIPTION		EFFECT
	Knowledge	Exercises	
W1	1	written test open questions	K_W02 K_W15
	2	written test closed questions	
	3	class participation	
	Skills	Exercises	
U1	1	written test open questions	K_U06 K_U10
	2	written test closed questions	
	3	class participation	
	Competences	Exercises	
K1	1	written test open questions	K_K04 K_K17
	2	written test closed questions	
	3	class participation	
LITERATURE			
Required			
1	Drucker P.F., <i>Innowacja i przedsiębiorczość: Praktyka i zasady</i> , PWE, Warszawa 1992.		
2	Hisrich R.D., Peters M.P., Shepherd D.A., <i>Przedsiębiorczość</i> , McGraw-Hill, New York 2013.		
3	Stevenson H.H., <i>The Entrepreneurial Venture</i> , Harvard Business School Press, Harvard 1999.		
Supplementary			
1	Raporty GEM (Global Entrepreneurship Monitor).		
2	Artykuły naukowe nt. przedsiębiorczości i innowacji.		
3	Biografie przedsiębiorców i case studies.		

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Contemporary Economic Issues		Course code P3
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	Second-cycle studies	Study profile	practical
Field of study	Business economics	Specialization	
Education module	Core	Language of course	english
Semester	I	Form of credit	Exam
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
Knowledge of macro- and microeconomics.			
COURSE OBJECTIVE			
The aim of the course is to introduce students to current challenges and problems of the modern economy, both nationally and internationally. Students gain knowledge of complex economic phenomena, develop the ability to analyze them, and formulate their own assessments and recommendations.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION	EFFECT	
Knowledge			
W1	The student has knowledge of current economic problems and challenges, and knows advanced economic theories and concepts.	K_W04 K_W05	
Skills			
U1	The student can analyze economic data, interpret complex economic phenomena, and formulate conclusions.	K_U02 K_U13	
Competences			
K1	The student is ready to independently expand their knowledge, participate in public debate, and shape their own opinions on economic matters.	K_K08 K_K10	
COURSE CONTENT			P-T S
TOPIC			30
e-Lecture			15
1	Global economic megatrends – transformations and challenges	2	2
2	Social and economic inequalities – causes, effects, countermeasures	2	1
3	Labor market issues – employment flexibility, automation, demographics	2	1

4	Economic crises – case studies, recovery mechanisms	2	1
5	Digital economy – data, platforms, artificial intelligence	2	1
6	Sustainable development economics – climate change, corporate responsibility	2	1
7	State economic policy under instability	2	1
8	Role of innovation and entrepreneurship in solving economic problems	1	1
Exercises		15	9
1	Global economic megatrends – transformations and challenges – practical aspects.	2	2
2	Social and economic inequalities – causes, effects, countermeasures – practical aspects.	2	1
3	Labor market issues – employment flexibility, automation, demographics – practical aspects.	2	1
4	Economic crises – case studies, recovery mechanisms – practical aspects.	2	1
5	Digital economy – data, platforms, artificial intelligence – practical aspects.	2	1
6	Sustainable development economics – climate change, corporate responsibility – practical aspects.	2	1
7	State economic policy under instability – practical aspects.	2	1
8	Role of innovation and entrepreneurship in solving economic problems – practical aspects.	1	1

TEACHING METHODS

• interactive lecture • case analysis • problem discussions • literature studies • project work

ASSESSMENT CRITERIA

e-Lecture

• Exam

Exercises

• development of an analysis of a selected economic problem – presentation format: • substantive accuracy of analysis • ability to interpret data and phenomena • creativity and independence • quality of prepared work

VERIFICATION OF LEARNING OUTCOMES

CODE		DESCRIPTION		EFFECT
		Knowledge	e-Lecture	
W1	1	written exam open questions		K_W04 K_W05
	2	written exam closed questions		
		Skills	e-Lecture	
U1	1	written exam open questions		K_U02 K_U13
	2	written exam closed questions		
		Competences	e-Lecture	
K1	1	written exam open questions		K_K08 K_K10
	2	written exam closed questions		
		Knowledge	Exercises	
W1	1	multimedia presentation		K_W04 K_W05
	2	class participation		
		Skills	Exercises	
U1	1	multimedia presentation		K_U02 K_U13
	2	class participation		
		Competences	Exercises	
K1	1	multimedia presentation		K_K08 K_K10
	2	class participation		

LITERATURE

Required

1	Stiglitz J.E., <i>Ekonomia sektora publicznego</i> , PWN, Warszawa 2004.
2	Acemoglu D., Robinson J.A., <i>Dlaczego narody przegrywają</i> , Zysk i S-ka, Poznań 2024.
3	Sachs J.D., <i>Koniec z nędzą: Zadanie dla naszego pokolenia</i> , PWN, Warszawa 2006.

Supplementary

1	Raporty OECD, IMF, Banku Światowego
2	Publikacje GUS, NBP, Eurostat
3	Artykuły z czasopism: "Ekonomista", "Harvard Business Review Polska".

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Finance in Business		Course code P4
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	Second-cycle studies	Study profile	practical
Field of study	Business economics	Specialization	
Education module	Core	Language of course	english
Semester	I	Form of credit	Exam
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
General knowledge of economics and accounting.			
COURSE OBJECTIVE			
The aim of the course is to introduce students to basic and advanced topics in corporate finance, including financial management principles, financial analysis, budgeting, and investment decisions. Students develop skills in analyzing financial situations and making decisions that support organizational growth.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	The student knows and understands advanced principles and instruments of corporate finance and their impact on organizational performance.		K_W11 K_W14
Skills			
U1	The student can apply financial analysis methods, interpret financial data, and prepare recommendations for business decisions.		K_U05 K_U13
Competences			
K1	The student is ready to follow ethical principles in financial activities and independently deepen their knowledge of finance.		K_K05 K_K10
COURSE CONTENT			F-T S
TOPIC			30
e-Lecture			15
1	Introduction to business finance – definitions, functions, significance		2
2	Sources of business financing – equity, debt, hybrid capital		2
			P-T S
			18
			9
			2
			1

3	Financial analysis of enterprises – profitability, liquidity, debt ratios	2	1
4	Budgeting and financial planning – principles, stages, tools	2	1
5	Investment decisions – project evaluation, NPV and IRR methods	2	1
6	Financial risk and ways to minimize it	2	1
7	Ethics in finance – transparency, responsibility, reporting	2	1
8	Case studies – analysis of financial situations and business decisions	1	1
Exercises		15	9
1	Introduction to business finance – definitions, functions, significance – practical aspects	2	2
2	Sources of business financing – equity, debt, hybrid capital – practical aspects	2	1
3	Financial analysis of enterprises – profitability, liquidity, debt ratios – practical aspects	2	1
4	Budgeting and financial planning – principles, stages, tools – practical aspects	2	1
5	Investment decisions – project evaluation, NPV and IRR methods – practical aspects	2	1
6	Financial risk and ways to minimize it – practical aspects	2	1
7	Ethics in finance – transparency, responsibility, reporting – practical aspects	2	1
8	Case studies – analysis of financial situations and business decisions – practical aspects	1	1
TEACHING METHODS			
• interactive lecture • case analysis • solving financial tasks • problem discussions			
ASSESSMENT CRITERIA			
e-Lecture			
- Written exam			
Exercises			
• development of a financial analysis of a selected company or project • substantive accuracy of analysis • ability to interpret data • independence and creativity • quality of prepared work			
VERIFICATION OF LEARNING OUTCOMES			
CODE	DESCRIPTION		EFFECT
	Knowledge	e-Lecture	
W1	1	written exam open questions	K_W11 K_W14
	2	written exam closed questions	
	Skills	e-Lecture	
U1	1	written exam open questions	K_U05 K_U13
	2	written exam closed questions	
	Competences	e-Lecture	
K1	1	written exam open questions	K_K05 K_K10
	2	written exam closed questions	
	Knowledge	Exercises	
W1	1	term paper	K_W11 K_W14
	2	class participation	
	Skills	Exercises	
U1	1	term paper	K_U05 K_U13
	2	class participation	
	Competences	Exercises	
K1	1	term paper	K_K05 K_K10
	2	class participation	
LITERATURE			
Required			

1	Sierpińska M., Jachna T., <i>Ocena przedsiębiorstwa według standardów światowych</i> , PWN, Warszawa 2004.
2	Brigham E.F., Houston J.F., <i>Podstawy zarządzania finansami</i> , PWE, Warszawa 1996.
3	Dębski W., <i>Teoretyczne i praktyczne aspekty zarządzania finansami przedsiębiorstwa</i> , PWN, Warszawa 2005.
Supplementary	
1	Raporty finansowe spółek giełdowych.
2	Publikacje NBP, KNF, Ministerstwa Finansów.
3	Artykuły branżowe nt. trendów finansowych.

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Ethics and Corporate Social Responsibility	Course code	P5
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	Second-cycle studies	Study profile	practical
Field of study	Business economics	Specialization	
Education module	Core	Language of course	english
Semester	II	Form of credit	Exam
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project	Laboratory	
15	30	30	
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
General knowledge of ethics in the social sphere.			
COURSE OBJECTIVE			
The aim of the course is to introduce students to key issues in business ethics and the concept of corporate social responsibility (CSR). Students develop ethical awareness, learn about moral challenges in business activities, and learn to make responsible decisions in business practice.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION	EFFECT	
Knowledge			
W1	The student knows and understands regulations related to ethics, corporate governance, and moral challenges in business.	K_W08 K_W09	
Skills			
U1	Can analyze ethical issues, conduct debates, and formulate recommendations in the field of corporate social responsibility.	K_U09 K_U15	
Competences			
K1	Is ready to critically evaluate their own actions, identify moral dilemmas, and make decisions in the spirit of social responsibility.	K_K02 K_K04	
COURSE CONTENT			P-T S
TOPIC			15
e-Lecture			9
1	Fundamentals of business ethics – concepts, norms, values	2	2
2	Corporate Social Responsibility (CSR) – definitions, goals, scope	2	1
3	Moral dilemmas in business – case studies	2	1

4	Corporate governance and ethical standards in organizations		2	1
5	Role of leaders in shaping ethical culture		2	1
6	Ethical aspects of stakeholder relations – customers, employees, community		2	1
7	ESG reporting and sustainable development in business practice		2	1
8	Practical tools for implementing ethics and CSR in organizations		1	1
TEACHING METHODS				
• interactive lecture • case analysis • mini Oxford debates • group work • student presentations on selected topics				
ASSESSMENT CRITERIA				
e-Lecture				
• written exam				
VERIFICATION OF LEARNING OUTCOMES				
CODE		DESCRIPTION		EFFECT
		Knowledge	e-Lecture	
W1	1	written exam open questions		K_W08 K_W09
	2	written exam closed questions		
		Skills	e-Lecture	
U1	1	written exam open questions		K_U09 K_U15
	2	written exam closed questions		
		Competences	e-Lecture	
K1	1	written exam open questions		K_K02 K_K04
	2	written exam closed questions		
LITERATURE				
Required				
1	Gasparski W.W., <i>Etyka biznesu jako etyka odpowiedzialności</i> , PWN, Warszawa 2001.			
2	Carroll A.B., Buchholtz A.K., <i>Etyka i odpowiedzialność biznesu</i> , PWN, Warszawa 2012.			
Supplementary				
1	Raporty ESG i CSR polskich i zagranicznych firm.			
2	Kodeksy etyczne organizacji.			
3	Artykuły i raporty nt. CSR, ESG, zrównoważonego rozwoju.			

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Coaching and Mentoring		Course code P6
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	Second-cycle studies	Study profile	practical
Field of study	Business economics	Specialization	
Education module	Core	Language of course	english
Semester	II	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
COURSE OBJECTIVE			
The aim of the course is to introduce students to issues related to coaching, coaching-style management, and mentoring, both theoretically and practically. Developing students' skills in using personal development techniques and methods, as well as influencing others.			
PREREQUISITES			
General knowledge of social communication.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	The student knows contemporary coaching models.		K_W10 K_W11
W2	The student has knowledge of planning and implementing coaching and mentoring policies.		K_W11
Skills			
U1	The student can define the essence of coaching and justify the usefulness of coaching conversations in modern personnel management in a company.		K_U08 K_U13
U2	The student can use theoretical knowledge of coaching and mentoring to properly analyze practical solutions and formulate personal opinions and critically select evaluation methods.		K_U08 K_U12
U3	Can properly set priorities during task execution and plan their implementation effectively.		K_U08 K_U12
Competences			
K1	Understands the need for lifelong learning, can inspire and organize the learning process of others.		K_K03 K_K17
K2	Is aware of the need to improve their own knowledge.		K_K03 K_K17

COURSE CONTENT			F-T S	P-T S
TOPIC			30	18
Exercises			30	18
1	Coach competencies. Organization of the process and coaching session. Individual coaching – my professional development. Principles of coaching contracts – types of contracts – case analysis. Discussion		10	7
2	Functions of coaching in the enterprise. Contracting and relationship building. Coaching methods and tools. Work standards and ethics in coaching. Coaching management style. Case analysis. Discussion		8	4
3	Basics of mentoring. Mentor competencies. Methods and tools in mentoring. Practical aspects. Discussion		6	4
4	Ethical issues in mentoring. Designing a mentoring program. Practical aspects. Discussion		6	3
TEACHING METHODS				
Multimedia presentation, case method, simulation methods, group work.				
ASSESSMENT CRITERIA				
Lecture				
Oral test.				
Exercises				
Test.				
VERIFICATION OF LEARNING OUTCOMES				
CODE	DESCRIPTION			EFFECT
	Knowledge	Exercises		
W1	1	written test open questions		K_W10 K_W11
	2	written test closed questions		
W2	1	written test open questions		K_W11
	2	written test closed questions		
	Skills	Exercises		
U1	1	written test open questions		K_U08 K_U13
	2	written test closed questions		
U2	1	written test open questions		K_U08 K_U12
	2	written test closed questions		
U3	1	written test open questions		K_U08 K_U12
	2	written test closed questions		
	Competences	Exercises		
K1	1	written test open questions		K_K03 K_K17
	2	written test closed questions		
	3	class participation		
K2	1	written test open questions		K_K03 K_K17
	2	written test closed questions		
	3	class participation		
LITERATURE				
Required				
1	Rogers J., <i>Coaching</i> , GWP, Gdańsk 2021.			
2	Parsloe E., Leedham M., <i>Coaching i mentoring: strategie, taktyki, techniki</i> , PWN, Warszawa 2022.			
3	Bennewicz M., Prelewicz A., <i>Mentoring: złote zasady</i> , Helion, Gliwice 2022.			

Supplementary

1	Sidor-Rządkowska M., <i>Profesjonalny coaching: zasady i dylematy etyczne w pracy coacha</i> , Wolters Kluwer, Warszawa 2022.
2	Sidor-Rządkowska M., <i>Coaching kariery: doradztwo zawodowe w warunkach współczesnego rynku pracy</i> , Wolters Kluwer, Warszawa 2018.

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Business Development		Course code K1
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	Second-cycle studies	Study profile	practical
Field of study	Business economics	Specialization	
Education module	Major-specific	Language of course	english
Semester	I	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
Topics in management and economics.			
COURSE OBJECTIVE			
The aim of the course is to equip students with knowledge and skills necessary for planning, implementing, and monitoring business development processes. Students learn methods of strategic analysis, business planning, and managing organizational growth in a changing market environment.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	The student knows the methods and tools used in organizational development planning and understands the importance of growth strategies.		K_W05 K_W14
Skills			
U1	The student can design business activities, analyze the market, and make decisions that support business development.		K_U10 K_U19
Competences			
K1	The student is ready to take initiative, demonstrates flexibility, and takes responsibility in implementing development projects.		K_K03 K_K11
COURSE CONTENT			F-T S
TOPIC			P-T S
e-Lecture			
			30
			15
			9
1	Concept and significance of business development		2
2	Market environment analysis and identification of development opportunities		2
3	Strategic and operational planning in business growth		2

4	Organizational growth models – organic, through acquisitions, partnerships	2	1
5	Innovation management and implementation of new products/services	2	1
6	Expansion into foreign markets and international development	2	1
7	Development financing – sources, strategies, risks	2	1
8	Monitoring, control, and evaluation of development effectiveness	1	1
Exercises		15	9
1	Concept and significance of business development – practical aspects	2	2
2	Market environment analysis and identification of development opportunities – practical aspects	2	1
3	Strategic and operational planning in business growth – practical aspects	2	1
4	Organizational growth models – organic, through acquisitions, partnerships – practical aspects	2	1
5	Innovation management and implementation of new products/services – practical aspects	2	1
6	Expansion into foreign markets and international development – practical aspects	2	1
7	Development financing – sources, strategies, risks – practical aspects	2	1
8	Monitoring, control, and evaluation of development effectiveness – practical aspects	1	1
TEACHING METHODS			
• interactive lecture • case analysis • strategy design • group discussions			
ASSESSMENT CRITERIA			
e-Lecture			
- Exam			
Exercises			
• development of a growth project for a selected company: • quality and innovation of the project • ability to apply analysis methods • relevance of recommendations			
VERIFICATION OF LEARNING OUTCOMES			
CODE	DESCRIPTION		EFFECT
Knowledge e-Lecture			
W1	1	written test open questions	K_W05 K_W14
	2	written test closed questions	
Skills e-Lecture			
U1	1	written test open questions	K_U10 K_U19
	2	written test closed questions	
Competences e-Lecture			
K1	1	written test open questions	K_K03 K_K11
	2	written test closed questions	
Knowledge Exercises			
W1	1	project	K_W05 K_W14
	2	class participation	
Skills Exercises			
U1	1	project	K_U10 K_U19
	2	class participation	
Competences Exercises			
K1	1	project	K_K03 K_K11
	2	class participation	
LITERATURE			
Required			
1	Kotler P., <i>Marketing</i> , Rebis, Poznań 2021.		
2	Barney J.B., <i>Zarządzanie strategiczne</i> , PWN, Warszawa 2020.		

3	Koźmiński A.K., <i>Zarządzanie w warunkach niepewności</i> , PWN, Warszawa 2008.
Supplementary	
1	Raporty rynkowe i branżowe.
2	Artykuły nt. strategii wzrostu i ekspansji.
3	Przykłady studiów przypadków firm rozwijających działalność.

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Business Management		Course code K2
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	Second-cycle studies	Study profile	practical
Field of study	Business economics	Specialization	
Education module	Major-specific	Language of course	english
Semester	I	Form of credit	Exam
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
COURSE OBJECTIVE			
The aim of the course is to provide students with knowledge of principles, processes, and methods of organizational management in a changing business environment. Students develop skills in analyzing organizational problems, making management decisions, and shaping proactive and responsible attitudes.			
PREREQUISITES			
General knowledge of business operations.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	The student knows management theories and concepts and understands the relationships between organizational elements and their environment.		K_W02 K_W07
Skills			
U1	The student can analyze organizational situations, apply managerial tools, and formulate recommendations to improve company operations.		K_U01 K_U04
Competences			
K1	The student is ready for teamwork, demonstrates initiative, and takes responsibility in action.		K_K01 K_K08
COURSE CONTENT			F-T S
TOPIC			30
e-Lecture			15
1	Essence and functions of management – planning, organizing, motivating, controlling		2
2	Management and leadership styles – traits of an effective leader		2
3	Organizational structures – design and optimization		2
			P-T S
			18
			9
			2
			1
			1

4	Team management – communication, delegation, conflict resolution	2	1
5	Strategic management – environment analysis, strategy formulation	2	1
6	Operational management – processes, efficiency, quality	2	1
7	Change and innovation management	2	1
8	Practical examples – case studies, analysis of company successes and failures	1	1
Exercises		15	9
1	Essence and functions of management – planning, organizing, motivating, controlling – practical aspects	2	2
2	Management and leadership styles – traits of an effective leader – practical aspects	2	1
3	Organizational structures – design and optimization – practical aspects	2	1
4	Team management – communication, delegation, conflict resolution – practical aspects	2	1
5	Strategic management – environment analysis, strategy formulation – practical aspects	2	1
6	Operational management – processes, efficiency, quality – practical aspects	2	1
7	Change and innovation management – practical aspects	2	1
8	Practical examples – case studies, analysis of company successes and failures – discussion	1	1
TEACHING METHODS			
• interactive lecture • case analysis • problem discussions • group work			
ASSESSMENT CRITERIA			
Lecture			
Oral exam and final project involving solving a specific practical decision-making problem related to strategic management of the organization			
e-Lecture			
Written test			
Exercises			
• development of an analysis of a selected management problem in the form of a presentation or improvement project • accuracy of analysis and recommendations • application of theoretical knowledge • engagement and independence • quality of prepared work 2. Activity and attendance			
VERIFICATION OF LEARNING OUTCOMES			
CODE	DESCRIPTION		EFFECT
Knowledge		e-Lecture	
W1	1	written exam open questions	K_W02 K_W07
	2	written exam closed questions	
Skills		e-Lecture	
U1	1	written exam open questions	K_U01 K_U04
	2	written exam closed questions	
Competences		e-Lecture	
K1	1	written exam open questions	K_K01 K_K08
	2	written exam closed questions	
Knowledge		Exercises	
W1	1	multimedia presentation	K_W02 K_W07
	2	class participation	
Skills		Exercises	
U1	1	multimedia presentation	K_U01 K_U04
	2	class participation	
Competences		Exercises	
K1	1	multimedia presentation	K_K01 K_K08
	2	class participation	

LITERATURE**Required**

1	Koźmiński A.K., Piotrowski W. (red.), <i>Zarządzanie: teoria i praktyka</i> , PWN, Warszawa 2013.
2	Griffin R.W., <i>Podstawy zarządzania organizacjami</i> , PWN, Warszawa 2017.
3	Robbins S.P., Coulter M., <i>Zarządzanie</i> , Pearson, Warszawa 2021.

Supplementary

1	Artykuły branżowe nt. trendów w zarządzaniu.
2	Raporty z badań nt. efektywności organizacyjnej.
3	Przykłady studiów przypadków firm polskich i zagranicznych.

Summer semester

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Strategic Business Analysis		Course code K3
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	Second-cycle studies	Study profile	practical
Field of study	Business economics	Specialization	
Education module	Major-specific	Language of course	english
Semester	II	Form of credit	Exam
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project	Laboratory	
15	30	30	
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
General knowledge of entrepreneurship functioning.			
COURSE OBJECTIVE			
The aim of the course is to equip students with knowledge and skills in strategic business analysis, including assessment of competitive environment, internal potential, and formulation of strategic recommendations supporting company development.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	The student knows theories and methods of strategic analysis and understands their importance in organizational management.		K_W01 K_W13
Skills			
U1	Can analyze the company's environment and resources, apply strategic tools, and formulate conclusions for development strategy.		K_U12 K_U17
Competences			
K1	Is ready to collaborate in teams, participate in decision-making processes, and take responsibility for recommended actions.		K_K07 K_K11
COURSE CONTENT			F-T S
TOPIC			P-T S
			60
			36

e-Lecture		30	18
1	Introduction to strategic analysis – goals, scope, significance	4	4
2	Macroeconomic environment analysis – PEST, STEEPLE	4	2
3	Competition analysis – Porter’s five forces model, strategic group mapping	4	2
4	Internal organization analysis – resource and competency analysis, VRIO	4	2
5	SWOT and TOWS analysis – identifying key strategic issues	4	2
6	Portfolio methods – BCG, McKinsey, ADL	4	2
7	Artificial intelligence and data analytics in strategic analysis	4	2
8	Case studies – preparing strategic recommendations for a selected company	2	2
Exercises		30	18
1	Introduction to strategic analysis – goals, scope, significance – practical aspects	4	4
2	Macroeconomic environment analysis – PEST, STEEPLE – practical aspects	4	2
3	Competition analysis – Porter’s five forces model, strategic group mapping – practical aspects	4	2
4	Internal organization analysis – resource and competency analysis, VRIO – practical aspects	4	2
5	SWOT and TOWS analysis – identifying key strategic issues – practical aspects	4	2
6	Portfolio methods – BCG, McKinsey, ADL – practical aspects	4	2
7	Artificial intelligence and data analytics in strategic analysis – practical aspects	4	2
8	Case studies – preparing strategic recommendations for a selected company – practical aspects	2	2
TEACHING METHODS			
• interactive lecture • case analysis • decision simulations • group project work • presentations and discussions			
ASSESSMENT CRITERIA			
e-Lecture			
Written test			
Exercises			
• development of a strategic analysis project for a selected company: • accuracy of analytical methods used • relevance of strategic recommendations • independence and creativity • quality of the prepared project			
VERIFICATION OF LEARNING OUTCOMES			
CODE	DESCRIPTION		EFFECT
Knowledge e-Lecture			
W1	1	written exam open questions	K_W01 K_W13
	2	written exam closed questions	
Skills e-Lecture			
U1	1	written exam open questions	K_U12 K_U17
	2	written exam closed questions	
Competences e-Lecture			
K1	1	written exam open questions	K_K07 K_K11
	2	written exam closed questions	
Knowledge Exercises			
W1	1	project	K_W01 K_W13
	2	class participation	
Skills Exercises			
U1	1	project	K_U12 K_U17
	2	class participation	

		Competences	Exercises
K1	1	project	K_K07 K_K11
	2	class participation	
LITERATURE			
Required			
1	Gierszewska G., Romanowska M., <i>Analiza strategiczna przedsiębiorstwa</i> , PWE, Warszawa 2020.		
2	Oblój K., <i>Strategia organizacji</i> , PWE, Warszawa 2021.		
3	Johnson G., Scholes K., Whittington R., <i>Exploring Strategy</i> , Pearson, Harlow 2020.		
Supplementary			
1	Raporty branżowe i analizy rynkowe.		
2	Artykuły z czasopism branżowych i naukowych.		
3	Narzędzia analityczne i systemy wspomaganie decyzji.		

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Marketing		Course code K4
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	Second-cycle studies	Study profile	practical
Field of study	Business economics	Specialization	
Education module	Major-specific	Language of course	english
Semester	I	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
COURSE OBJECTIVE			
Introducing students to the marketing concept of enterprise functioning in the market. Familiarizing students with marketing mix tools and marketing management strategies, as well as the methodology of marketing and market research.			
PREREQUISITES			
None.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	The student has knowledge of the origins, history, and development of marketing.		K_W03
W2	The student knows the tools of the marketing mix (product, price, distribution, promotion).		K_W03
W3	Has knowledge of portfolio analysis.		K_W06
W4	Has knowledge of marketing research methodology and market research.		K_W07 K_W13
W5	Has knowledge of marketing strategies and marketing planning.		K_W15
Skills			
U1	Can conduct market segmentation using various relevant criteria.		K_U02 K_U18
U2	Has the ability to implement modern marketing concepts (experience marketing, customer value marketing) in enterprise marketing management.		K_U07 K_U13 K_U20
U3	Can conduct in-depth analysis of the company's environment, both micro and macro.		K_U14 K_U18 K_U20
U4	Can conduct and design marketing and market research, and then analyze the results.		K_U18 K_U19 K_U20
Competences			
K1	Is aware of the importance of ethics and integrity in marketing.		K_K02

K2	Is aware of the need to improve their knowledge due to changing external and internal conditions.		K_K15 K_K17
COURSE CONTENT			F-T S
TOPIC			45
e-Lecture			9
1	Origins and essence of marketing, business orientations. Market segmentation: concept and role, segmentation criteria, evaluation of market segment attractiveness.		4
2	Marketing strategies in business management. Competition analysis and use of portfolio methods. Methodology of marketing and market research.		4
3	Product as a marketing element. Essence and functions of a product, product classification, product life cycle. Pricing policy in business: role and functions of pricing in marketing, foundations of pricing policy formation.		4
4	Product distribution: concept and functions of distribution, distribution channels – types and structure. Promotion policy: role of promotion in the marketing mix, development of the company's promotional program.		3
Exercises			18
1	Market segmentation: concept and role, segmentation criteria, evaluation of market segment attractiveness – practical aspects		6
2	Marketing strategies in business management. Competition analysis and use of portfolio methods. Methodology of marketing and market research – practical aspects		4
3	Product as a marketing element. Essence and functions of a product, product classification, product life cycle. Pricing policy in business: role and functions of pricing in marketing, foundations of pricing policy formation – practical aspects		4
4	Product distribution: concept and functions of distribution, distribution channels – types and structure. Promotion policy: role of promotion in the marketing mix, development of the company's promotional program – practical aspects		4
TEACHING METHODS			
Lectures with multimedia presentations. Exercises using activating methods. Class discussions. Individual and group projects. Task team work. Case studies.			
ASSESSMENT CRITERIA			
e-Lecture			
Exam.			
Exercises			
Project assignment for class credit.			
VERIFICATION OF LEARNING OUTCOMES			
CODE	DESCRIPTION		EFFECT
Knowledge			
e-Lecture			
W1	1	written exam open questions	K_W03
	2	written exam closed questions	
W2	1	written exam open questions	K_W03
	2	written exam closed questions	
W3	1	written exam open questions	K_W06
	2	written exam closed questions	
W4	1	written exam open questions	K_W07 K_W13
	2	written exam closed questions	
W5	1	written exam open questions	K_W15

	2	written exam closed questions	
		Skills	e-Lecture
U1	1	written exam open questions	K_U02 K_U18
	2	written exam closed questions	
U2	1	written exam open questions	K_U07 K_U13 K_U20
	2	written exam closed questions	
U3	1	written exam open questions	K_U14 K_U18 K_U20
	2	written exam closed questions	
U4	1	written exam open questions	K_U18 K_U19 K_U20
	2	written exam closed questions	
		Competences	e-Lecture
K1	1	written exam open questions	K_K02
	2	written exam closed questions	
K2	1	written exam open questions	K_K15 K_K17
	2	written exam closed questions	
		Knowledge	Exercises
W1	1	project	K_W03
	2	class participation	
W2	1	project	K_W03
	2	class participation	
W3	1	project	K_W06
	2	class participation	
W4	1	project	K_W07 K_W13
	2	class participation	
W5	1	project	K_W15
	2	class participation	
		Skills	Exercises
U1	1	project	K_U02 K_U18
	2	class participation	
U2	1	project	K_U07 K_U13 K_U20
	2	class participation	
U3	1	project	K_U14 K_U18 K_U20
	2	class participation	
U4	1	project	K_U18 K_U19 K_U20
	2	class participation	
		Competences	Exercises
K1	1	class participation	K_K02
K2	1	class participation	K_K15 K_K17
LITERATURE			
Required			
1	Kotler P., <i>Marketing</i> , Rebis, Poznań 2021.		
2	Błoński K. (red.), <i>Działania marketingowe organizacji</i> , PWE, Warszawa 2020.		
3	Lutostański M.J., <i>Badanie rynku: jak zrozumieć konsumenta</i> , PWN, Warszawa 2022.		
Supplementary			
1	Mazurek-Łopacińska K., <i>Badania marketingowe: metody, nowe technologie, obszary aplikacji</i> , PWE, Warszawa 2016.		
2	Kotler P., <i>Marketing 5.0: technologie next tech</i> , MT Biznes, Warszawa 2021.		

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Industry 5.0		Course code K5
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	Second-cycle studies	Study profile	practical
Field of study	Business economics	Specialization	
Education module	Major-specific	Language of course	english
Semester	I	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
None.			
COURSE OBJECTIVE			
<p>The aim of the course is to introduce students to the concept of Industry 5.0, a modern approach to production and services combining digital technologies, automation, artificial intelligence with human-centricity, sustainable development, and process personalization. In particular, the practical part of the course focuses on the application of modern Internet of Things tools in the context of Industry 5.0.</p>			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	The student understands advanced economic processes, technological changes, and the characteristics of the digital economy in the context of Industry 5.0.		K_W16 K_W17
Skills			
U1	Can analyze data, interpret complex technological processes, and assess the impact of Industry 5.0 solutions on business.		K_U12 K_U17
Competences			
K1	Is ready to apply new technologies, understands the importance of working in virtual teams, and follows the evolution of digital trends.		K_K12 K_K14
COURSE CONTENT			F-T S
TOPIC			45
e-Lecture			27
			15
1	Evolution from Industry 1.0 to 5.0 – overview of concepts		9
			2

2	Industry 5.0 technologies – artificial intelligence, collaborative robots, Internet of Things, blockchain	2	1
3	Human role in Industry 5.0 – personalization, creativity, teamwork	2	1
4	Sustainable development and social responsibility in the context of new technologies	2	1
5	Application of Internet of Things tools in Industry 5.0 – modeling human-machine interaction	2	1
6	Digital transformation and defining related quality indicators: KPI, OEE	2	1
7	Case study analysis of Industry 5.0 implementation in companies	2	1
8	Future of Industry 5.0 – trends, development scenarios, innovations	1	1
Exercises		30	18
1	Introduction to Internet of Things tools – KIS.ME IoT	4	4
2	Modeling human-machine interaction – personalization, creativity, teamwork	4	2
3	Defining and interacting with production process states	4	2
4	Analysis of key performance indicators (KPI)	4	2
5	Defining and analyzing selected KPIs	4	2
6	Data aggregation and visualization using the KIS.MANGER platform	4	2
7	Case study analysis of Industry 5.0 implementation in companies	4	2
8	Sample implementations	2	2
TEACHING METHODS			
• interactive lecture • case analysis • project work • group discussions			
ASSESSMENT CRITERIA			
e-Lecture			
Written exam with open questions. Passing requires a positive grade.			
Exercises			
Preparation of reports from project exercises. Positive grade required for all reports.			
VERIFICATION OF LEARNING OUTCOMES			
CODE	DESCRIPTION		EFFECT
	Knowledge	e-Lecture	
W1	1	written exam open questions	K_W16 K_W17
	Skills	e-Lecture	
U1	1	project	K_U12 K_U17
	Competences	e-Lecture	
K1	1	project	K_K12 K_K14
	Knowledge	Exercises	
W1	1	project	K_W16 K_W17
	Skills	Exercises	
U1	1	project	K_U12 K_U17
	Competences	Exercises	
K1	1	project	K_K12 K_K14
LITERATURE			
Required			
1	Witczak M., Seybold L., Bulach E., Maucher N., <i>Modern IoT Onboarding Platforms for Advanced Applications: A Practitioner's Guide to KIS.ME</i> , Springer Nature, Cham 2023.		
2	Kagermann H., Wahlster W., Helbig J. (red.), <i>Recommendations for Implementing the Strategic Initiative INDUSTRIE 4.0: Securing the Future of German Manufacturing Industry</i> , Forschungsunion, Berlin 2013.		
3	Schwab K., <i>Czwarta rewolucja przemysłowa</i> , Studio Emka, Warszawa 2018.		
4	Artykuły i opracowania nt. <i>Industry 5.0</i> , różne źródła branżowe i naukowe.		
Supplementary			

1	Raporty Komisji Europejskiej nt. <i>Przemysłu 5.0</i> , KE, Bruksela.
2	Case studies z wdrożeń technologicznych, materiały firm i raporty branżowe.
3	Artykuły branżowe i raporty rynkowe, publikacje branżowe i analizy rynkowe.

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Virtual Economy and E-Commerce		Course code K6
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	Second-cycle studies	Study profile	practical
Field of study	Business economics	Specialization	
Education module	Major-specific	Language of course	english
Semester	II	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project		Laboratory
15	30		30
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
None			
COURSE OBJECTIVE			
The aim of the course is to introduce students to the functioning of the virtual economy and the specifics of e-commerce. Students gain knowledge about online business models, e-commerce tools, and trends and challenges related to the digital transformation of the economy.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION		EFFECT
Knowledge			
W1	The student knows business models of the digital economy, understands the impact of technology on business activity, and knows the principles of e-commerce operations.		K_W05 K_W16
Skills			
U1	Can analyze market data, assess the effectiveness of e-commerce activities, and interpret digital performance indicators.		K_U05 K_U18
Competences			
K1	Is ready to use digital tools, understands the importance of new work models, and takes initiative in the digital environment.		K_K12 K_K13
COURSE CONTENT			F-T S
TOPIC			P-T S
e-Lecture			18
			9
1	Introduction to the virtual economy – definitions, features, significance		2
2	Online business models – B2B, B2C, C2C, C2B		2

3	Basics of e-commerce – sales platforms, payments, logistics	2	1
4	Internet marketing – SEO, SEM, social media, email marketing	2	1
5	Data analysis in e-commerce – conversion rates, purchase paths, retention	2	1
6	Transaction security and data protection in e-commerce	2	1
7	Trends in e-commerce – mobility, artificial intelligence, personalization	2	1
8	Case studies – successes and failures in e-commerce	1	1
Exercises		15	9
1	Introduction to the virtual economy – definitions, features, significance – practical aspects	2	2
2	Online business models – B2B, B2C, C2C, C2B – practical aspects	2	1
3	Basics of e-commerce – sales platforms, payments, logistics – practical aspects	2	1
4	Internet marketing – SEO, SEM, social media, email marketing – practical aspects	2	1
5	Data analysis in e-commerce – conversion rates, purchase paths, retention – practical aspects	2	1
6	Transaction security and data protection in e-commerce – practical aspects	2	1
7	Trends in e-commerce – mobility, artificial intelligence, personalization – practical aspects	2	1
8	Case studies – successes and failures in e-commerce – practical aspects	1	1
TEACHING METHODS			
• interactive lecture • case analysis • online workshops • e-commerce strategy design • group discussions			
ASSESSMENT CRITERIA			
e-Lecture			
Test.			
Exercises			
• development of an online store project or e-commerce strategy: • correctness of applied solutions • creativity and innovation • ability to analyze data and interpret results • quality of the prepared project			
VERIFICATION OF LEARNING OUTCOMES			
CODE	DESCRIPTION		EFFECT
Knowledge			e-Lecture
W1	1	term paper	K_W05 K_W16
	2	class participation	
Skills			e-Lecture
U1	1	term paper	K_U05 K_U18
	2	class participation	
Competences			e-Lecture
K1	1	term paper	K_K12 K_K13
	2	class participation	
Knowledge			Exercises
W1	1	project	K_W05 K_W16
	2	class participation	
Skills			Exercises
U1	1	project	K_U05 K_U18
	2	class participation	
Competences			Exercises
K1	1	project	K_K12 K_K13
	2	class participation	
LITERATURE			

Required

1	Chaffey D., <i>Digital Business i E-Commerce Management: Strategia, Realizacja, Praktyka</i> , PWN, Warszawa 2016.
2	Laudon K.C., Traver C.G., <i>E-commerce 2023–2024: Business, Technology, Society</i> , Pearson Education, Harlow 2023.
3	Kotler P., Kartajaya H., Setiawan I., <i>Marketing 4.0: Era cyfrowa</i> , MT Biznes, Warszawa 2017.

Supplementary

1	Raporty branżowe nt. <i>e-commerce</i> , IAB Polska, Warszawa.
2	Artykuły branżowe i studia przypadków, publikacje branżowe i naukowe.
3	Przewodniki po platformach e-commerce i narzędziach analitycznych.

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SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE			
Course (module) title	Consumer Research		Course code K8
Name of the unit conducting the course		Institute of Social Sciences	
Level of education	Second-cycle studies	Study profile	practical
Field of study	Business economics	Specialization	
Education module	Major-specific	Language of course	english
Semester	III	Form of credit	Graded credit
HOURLY DIMENSION OF DIDACTIC CLASSES			
FULL-TIME STUDIES			
Lecture	Project	Laboratory	
15	30	30	
TOTAL HOURLY DIMENSION OF CLASSES			
Student's independent work		90	
Total		150	
ECTS		6	
PREREQUISITES			
None – basic knowledge of marketing and data analysis is welcome.			
COURSE OBJECTIVE			
The aim of the course is to introduce students to methods of researching consumer behavior and preferences, enabling effective marketing and business decision-making. Students learn research tools, data analysis methods, and ways to interpret market research results.			
LEARNING OUTCOMES FOR THE COURSE			
CODE	DESCRIPTION	EFFECT	
Knowledge			
W1	The student knows theories and methods of consumer research and understands their importance for business activities.	K_W03 K_W06	
Skills			
U1	Can design a consumer study, collect data, conduct analysis, and present results in the form of a report.	K_U14 K_U16	
Competences			
K1	Is ready for independent research work, demonstrates openness to market needs, and responsibility in data interpretation.	K_K05 K_K09	
COURSE CONTENT			P-T S
TOPIC			30
Exercises			18
1	Introduction to consumer research – goals, significance, scope	4	4
2	Consumer behavior – factors influencing purchasing decisions	4	2
3	Consumer research methods – qualitative, quantitative, mixed	4	2

4	Data collection techniques – surveys, interviews, observations, focus groups		4	2
5	Consumer data analysis – descriptive statistics, inference, segmentation		4	2
6	Online research – tools, platforms, specifics of digital data		4	2
7	Reporting and visualizing research results		4	2
8	Practical applications of consumer research – case studies		2	2
TEACHING METHODS				
• interactive lecture • case analysis • research design • group work • presentation of results				
ASSESSMENT CRITERIA				
Exercises				
• development of a consumer research project and preparation of a report • methodological accuracy of the project • ability to analyze and interpret data • independence and engagement • quality of the prepared report				
VERIFICATION OF LEARNING OUTCOMES				
CODE	DESCRIPTION			EFFECT
	Knowledge		Exercises	
W1	1	project	K_W03 K_W06	
	2	class participation		
	Skills		Exercises	
U1	1	project	K_U14 K_U16	
	2	class participation		
	Competences		Exercises	
K1	1	project	K_K05 K_K09	
	2	class participation		
LITERATURE				
Required				
1	Solomon M.R., <i>Zachowania i zwyczaje konsumentów</i> , Helion, Gliwice 2006.			
2	Malhotra N.K., <i>Marketing Research: An Applied Orientation</i> , 7th ed., Pearson Education, Harlow 2019.			
3	Schiffman L.G., Kanuk L.L., <i>Consumer Behavior</i> , 10th ed., Pearson Prentice Hall, Upper Saddle River 2010.			
Supplementary				
1	Raporty rynkowe i badania branżowe			
2	Artykuły naukowe i studia przypadków			
3	Narzędzia online do badań konsumenckich			

STATE UNIVERSITY OF APPLIED SCIENCES IN GŁOGÓW

INSTITUTE OF SOCIAL SCIENCES



SYLLABUS / COURSE DESCRIPTION CARD

BASIC INFORMATION ABOUT THE COURSE				
Course (module) title	Business Models in IT		Course code	TM1
Name of the unit conducting the course		Institute of Social Sciences		
Level of education	Second-cycle studies	Study profile	practical	
Field of study	Business economics	Specialization	TM	
Education module	Specialization	Language of course	english	
Semester	IV	Form of credit	Graded credit	
HOURLY DIMENSION OF DIDACTIC CLASSES				
FULL-TIME STUDIES				
Lecture	Project		Laboratory	
15	30		30	
TOTAL HOURLY DIMENSION OF CLASSES				
Student's independent work		90		
Total		150		
ECTS		6		
PREREQUISITES				
General knowledge of the digital economy and technology markets.				
COURSE OBJECTIVE				
The aim of the course is to introduce students to modern business models used in the IT industry, including SaaS, PaaS, IaaS, subscriptions, open source, and evaluation of their effectiveness and market impact.				
LEARNING OUTCOMES FOR THE COURSE				
CODE	DESCRIPTION		EFFECT	
Knowledge				
W1	The student knows contemporary business models in IT, understands their assumptions and impact on organizational functioning.		K_W19 K_W20	
Skills				
U1	Can analyze market data, compare business models, and design strategic recommendations.		K_U12 K_U17	
Competences				
K1	Is ready to collaborate in teams, make independent decisions, and implement innovative solutions.		K_K07 K_K11	
COURSE CONTENT			F-T S	P-T S
TOPIC			30	18
Exercises			30	18
1	Overview of business models in IT – SaaS, PaaS, IaaS, open source, freemium, subscriptions – practical aspects		4	4
2	Digital platforms and ecosystems – operating principles and market impact – practical aspects		4	2
3	Software economics – costs, margins, scalability – practical aspects		4	2
4	Customer value analysis in IT services – practical aspects		4	2

5	Monetization strategies for data and digital services – practical aspects		4	2
6	Risk management and challenges in IT models – practical aspects		4	2
7	Examples of successes and failures of business models in IT – practical aspects		4	2
8	Case studies – analysis of models used in well-known tech companies – practical aspects		2	2
TEACHING METHODS				
• interactive lecture • case analysis • business model design • market simulations • group discussions				
ASSESSMENT CRITERIA				
Exercises				
• development of a project analyzing a selected business model in IT: • accuracy of analysis • innovation of solutions • ability to interpret data • quality of the prepared project				
VERIFICATION OF LEARNING OUTCOMES				
CODE		DESCRIPTION		EFFECT
		Knowledge	Exercises	
W1	1	term paper		K_W19 K_W20
	2	class participation		
		Skills	Exercises	
U1	1	term paper		K_U12 K_U17
	2	class participation		
		Competences	Exercises	
K1	1	term paper		K_K07 K_K11
	2	class participation		
LITERATURE				
Required				
1	Osterwalder A., Pigneur Y., <i>Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers</i> , Wiley, Hoboken 2010.			
2	Chesbrough H., <i>Open Innovation: The New Imperative for Creating and Profiting from Technology</i> , Harvard Business Review Press, Boston 2006.			
3	Evans P.C., Gawer A., <i>The Rise of the Platform Enterprise: A Global Survey</i> , CGE, New York 2016.			
Supplementary				
1	Raporty branżowe nt. modeli IT.			
2	Case studies firm technologicznych.			
3	Artykuły naukowe o innowacjach biznesowych.			