Type of course: obligatory

Lecturer: Jolanta Gadawska PhD

Number of credits: 4

Number of hours: 20

Duration: one semester

Type: Lecture with discussions, and individual consultations

Assessment method: Test //50 – 60 questions//

Contact person: Jolanta Gadawska e-mail: j.gadawska@prawo.uni.wroc.pl, jola.g@vp.pl, phone 071 3752 776

Course purpose: The objective of the course is to understand accounting principles, book records and preparing financial statements.


Type of course: obligatory

Lecturer: Prof. Jerzy Jakubczyc

Number of credits: 5

Number of hours: 30

Duration: one semester – the Third Year

Type: Lecture supported with slides

Assessment method: Written examination, The Class Colloquium – 30% ; The Final Exam – 70%

Contact person: Jerzy Jakubczyc, e-mail: jakubjez@prawo.uni.wroc.pl

Course purpose: To acquaint students with a nature of the capital market functioning.


**Type of course:** obligatory

**Lecturer:** Robert Stefanicki PhD

**Number of credits:** 3

**Number of hours:** 20

**Duration:** first semester - second year

**Type:** Lecture and individual consultations

**Assessment method:** Written/oral examination

- Term paper (a take home assessment about a case) (40%)
- Final examination (an ability to interpret statutory provisions and a variety of documents) (40%), class attendance (20%)

**Contact person:** e-mail: robert.stefanicki@prawo.uni.wroc.pl, phone 071 3752 368

**Course purpose:** The aim of this course is to provide an introduction to the law and institutions to convey to the students legal knowledge that is useful in a business environment. The substantive legal fields discussed thereafter are contract law and company law.

**Course contents:** Lectures are divided into the following three courses as an introduction to Commercial Law. Contract Law examines the general principles of the law of contract, including: the process of formation, contractual capacity, factors vitiating consent, consideration, privity of contract, contractual terms and the implication of terms, principles relating to the discharge of contracts, illegality and remedies for breach of contract. Consumer Sale Law will focus on the legal and self regulatory controls on the marketing of consumer goods and services. Last module examines the legal principles governing Company Law, international like Societas Europea as well. Special consideration will be given to commercial law issues in the environmental context, especially a basic course in the fundamentals of insurance law.

**Recommended reading:** The lecturer will offer advice on reading material including a reading list during the course. This advice will take into account students differing background knowledge, current study programmes and future learning ambitions. No specific text needs to be purchased before the course starts but the basic principle of civil law knowledge is advantage.
**Type of course:** obligatory

**Lecturer:** Professor Barbara Majewska-Jurczyk

**Number of credits:** 4

**Number of hours:** 30

**Duration:** One semester

**Type:** Lecture

**Assessment method:** Exam (oral or written)

**Contact person:** Professor Barbara Majewska-Jurczyk

**Course purpose:** The purpose of the lecturer is to offer the students a detailed explanation of the development of the competition policy in the European Union and Poland

**Course contents:**
1. The definition of competition and monopoly
2. The role of the competition policy EU and Poland
3. The scope of the article 81 of the EU Treaty
4. Agreements and concerted practices under Article 81 of the EC Treaty
5. Article 81(3) – conditions for exemption
6. The concept of dominance- article 82 of the EC Treaty
7. The nature of abuse of dominant position
8. The relationship between article 81 and 82 of the EC Treaty
9. The problem of mergers in competition policy
10. The definition of relevant product
11. Joint venture in the merger policy
12. Competition policy in Poland
13. The future of European competition law
14. International aspects of EC competition law
15. The case-law of the EC competition policy

**Recommended reading:**
2. M.R. Joelson, AN International Antitrust Primer
Type of course: obligatory

Lecturer: Professor Barbara Majewska-Jurczyk

Number of credits: 3

Number of hours: 20

Duration: one semester

Type: Lecture

Assessment method: Exam (oral or written)

Contact person: Professor Barbara Majewska-Jurczyk

Course purpose: The purpose of the lecture is to offer the students a detailed explanation of the development of the consumer protection policy in the European Union and Poland

Course contents:
1. The overview of consumer policy
2. The protection of the economic interests of consumers
3. Consumer education programme in EU
4. Access of consumers to adequate information to enable them to make choices in the UE
5. Consumer policy strategy in the EU
6. Social and economics aspects of consumer protection
7. Competition and the consumer protection
8. Community legislation relating to consumer protection
9. Consumer policy in Poland
10. Consumer organizations

Recommended reading: S. Weatherill, EU Consumer Law and Policy, Northampton 2005
Contemporary Management

Type of course: obligatory

Lecturer: Professor Jerzy Supernat

Number of credits: 5

Number of hours: 30

Duration: One semester – first year

Type: Lecture with discussions and individual consultations

Assessment method: Final oral examination

Contact person: Jerzy Supernat, e-mail: jesup@prawo.uni.wroc.pl
phone 48 071 375 2090

Course purpose: Explain the nature of organizations and management. Identify and analyse contemporary management challenges.

Course contents:

Recommended reading:

Type of course: obligatory

Lecturer: Leon Olszewski

Number of credits:

Number of hours: 30

Duration: One semester – first year

Type:

Assessment method: An essays and 1.5 hour written examination

Contact person: Leon Olszewski

Course purpose: The aim of this course is to present important concepts of development economics by providing the student the process of economic development in the global context. It examines the varied attempts of countries in dealing with the forces of globalization. Students will learn the major theories and strategies for inducing economic growth and development at the state, regional, and local level. Through examining the evolution of the economic development field, the normative assumptions regarding economic development policy will be revealed.

Course contents:

- Introduction to Development Economics
- Economic Measures of Development
- Poverty and Income Distribution
- Non-Economic Measures of Development
- Sustainable development indicators
- Model of Development
- National strategies of Growth
- Globalisation and the role of trade, protection, and openness for development
- New development challenges in the 21st century

Recommended reading:


Type of course: obligatory

Lecturer: Professor Jarosław Kundera / Institute of Economics/ University of Wroclaw

Number of credits: 5

Number of hours: 30

Duration: One semester – first year

Type: Lecture with discussions and individual consultations

Assessment method: Written/oral examination

Term paper (40%), final examination (40%), class attendance (20%)

Contact person: Jarosław Kundera, e-mail:kun@prawo.uni.wroc.pl, phone 071 3752 374

Course purpose: objectives of the course is to understand the economic rules of functioning of the European Single Market, principles of coordination of European policies, benefits and costs of integration processes, effects of adhesion of Poland to the EU.

Course contents: Concepts of European Integration, rules of customs union, from common market to European Single Market, four freedoms of the European Single Markets (free movement of goods, capital, services, people), Regional Policy and Structural Funds of the EU, Monetary integration and Euro, Common Agricultural Policy, Migration of labour between Poland and the EU, Free capital mobility and foreign direct investments in Polish economy, Realization of common agricultural and structural policy in Poland

Type of course: obligatory

Lecturer: Professor Bożena Klimeczak/ Institute of Economics/ University of Economics Wroclaw

Number of credits: 4

Number of hours: 20

Duration: one semester - second year

Type: Lecture with discussions and individual consultations

Assessment method: Written examination

Evaluation of essay, describing and analyzing ethical problem in business:

- Case analysis 3
- Ethical knowledge 3
- Solving ethical problem 4

Total 10 very good
8 good
7 sufficiently

Contact person: Bożena Klimeczak, e-mail: gn_ie@ae.wroc.pl, phone 071 36 80184

Course purpose: Business and Professional Ethics introduces students to ethical theories and how they relate to dilemmas in business situations and to methods of problem analysis for ethical issue. A stakeholder approach will be utilized to study business ethics. The role of professionals in business and ethical problems of professionals will be analysed concerning marketing, accountants and banking managers. The Caux Round Table Code will be discussed as an example of ethical problems of multinational corporations.

At the conclusion of this course, students should be to demonstrate the ability to analyze situations and apply ethical standards to the solution of business and professional problems and dilemmas.

Course contents:

I Business in Social Environment
- Explaining the complexity of business’s social environment
- Showing how corporate managers can use environmental knowledge in decision making
- Describing six fundamental social challenges facing business

II Corporate Social Responsibility
- Basic principles of corporate social responsibility
- Modern meaning of corporate social responsibility

economy, Realization of common agricultural and structural policy in Poland
• The debate about corporate social responsibility.
• Making judgments about corporate social responsibility

III Ethical Problems in Business
• Explaining the meaning of ethics in business
• Describing why ethical problems occur in business
• Analyzing ethical problems in business
• Describing of moral development

IV Ethical Reasoning in Business
• Approaches to Ethical Theory
  • Teleological Approach: Utilitarianism
  • Deontological Approach:
    • Judeo – Christian morality
    • Kantian moral law
    • Moral rights
    • Justice
• Using Ethical Reasoning

V The Stakeholder Concept of Corporate Social Responsibility
• An interactive model of business and society
• The stakeholder concept
• Stakeholder analysis
• Evolution of public issue

VI The Professions and Business
• Identifying the professions, professionals and professionalism
• Describing the professional organizations
• Considering situation of professionals working for corporations
• Considering the professions as businesses

VII Professional Ethics
• Describing ethical issues within professions
• Characterizing professional ethical codes
• Analysing:
  o American Marketing Association Code of Ethics
  o American Accountant’s Code of Conduct
International regulations of money laundering
**Type of course:** obligatory

**Lecturer:** Professor Jerzy Jakubczyc / Institute of Economic Sciences / University of Wrocław

**Number of credits:** 8

**Number of hours:** 60

**Duration:** One semester – second year

**Type:** Lecture supported with slides

**Assessment method:** Written examination

(The Class Colloquium – 30% ; The Final Exam – 70%)

**Contact person:** Jerzy Jakubczyc, e-mail: jakubjez@prawo.uni.wroc.pl

**Course purpose:** To provide a contemporary concepts of finance management - assurance and option


**Recommended reading:**


T.Copeland (et all) (1994), *Valuation, Measuring and Managing the Value of Companies*
Human Resource Management

Type of course: obligatory

Lecturer: Agnieszka Chrisidu Budnik PhD

Number of credits: 4

Number of hours: 20

Duration: One semester – second year

Type: Lecture with discussions, and individual consultations

Assessment method: written examination

Contact person: Agnieszka Chrisidu Budnik agatex@prawo.uni.wroc.pl

Course purpose: the course uses current and classic theory and research to develop a critical understanding of both the theory and practice of Human Resource Management. The focus is on strategic and individual improvements, through assessment of the rule of HRM in modern organizations, the issues involved in developing strategic aims, employment relations, and selecting, motivating, and developing staff.

Course contents: current strategic human resource management theory, the practicalities of formulating and implementing human resource strategies, integration of human resource organizational and functional strategies from practical point of view

Recommended reading:
Industrial Organisation

Type of course: obligatory

Lecturer: Mikołaj Klimczak PhD

Number of credits: 4

Number of hours: 30

Duration: One semester – first year

Type: Lecture with discussions and case studies

Assessment method: Written (or oral) examination
Term paper (30%), final examination (50%), class attendance (20%)

Contact person: Mikołaj Klimczak
Department of Microeconomics and Institutional Economics
Phone: +48 71 3680 184
Email: mikolaj.klimczak@ae.wroc.pl

Course purpose: In economics, studies in the field of industrial organisation consist of analysis of imperfect competitive markets, i.e., markets where a company is able to apply market power and establish a price above marginal cost. Industrial organisation uses microeconomics’ models (both static and dynamic) as well as game theory to describe various aspects of firms, industries and markets. The main goal of the course is to discuss the influence of government on markets, exerted to create more competitive structures.

Course contents:
The course will start with the overview of the theory of firms and costs and the description of different market structures. This will be applied to the analysis of monopolies, monopoly practices. The course will discuss also concentration in individual markets, entry and exit issues and mergers. The next part of the course will begin from the short overview of game theory and its application to the analysis of oligopolistic behaviours – together with basic microeconomics tools we will study cartels and the entry in both pricing and non-pricing strategies. The last part of the course will give an overview of business practices – product differentiation and advertising strategies, research and development, price discrimination, vertical relationships and integration. The course will end with the discussion about regulation and deregulation.

Recommended reading:


**Industrial Policy**

**Type of course:** obligatory

**Lecturer:** Teresa Korbutowicz

**Number of credits:** 3

**Number of hours:** 15

**Duration:** One semester

**Type:** Lecture

**Assessment method:** Term paper and class attendance

**Contact person:** Teresa Korbutowicz, e-mail: tekorbut@prawo.uni.wroc.pl

**Course purpose:** objectives of the course is to understand the industrial policy assignment tasks and objectives and role of this policy as an part of economic policy of the state and of the European Union, affects of the industrial policy, especially in industrial development.

, through assessment of the rule of HRM in modern organizations, the issues involved in developing strategic aims, employment relations, and selecting, motivating, and developing staff.

**Course contents:**

- economic policy and industrial policy, the industrial policy objectives and instruments in the states and in the EU, relationship between industrial policy, competition policy and social and cohesion policy in the EU, industrial policy and its connection with innovation, research and development, changes in the industrial policy especially in EU, competitiveness in the EU and the USA.

**Recommended reading:**

- M. O’Mahonny, B. van Ark (ed.), EU productivity and competitiveness; An industry perspective, Luxembourg 2003,
- A new partnership for cohesion, convergence, competitiveness, cooperation, Luxembourg 2004,
- J.Drud Hansen (ed.), European Integration. An Economic Perspective, Oxford 2001,
- W. Grant, The Political Economy of Industrial Policy, London 1982
Type of course: obligatory

Lecturer: Professor Witold Kwasnicki

Number of credits: 4

Number of hours: 30

Duration: one semester - the second year

Type: lectures accompanied with discussions of the course participants; individual consultations

Assessment method: Written/oral examination
Term paper (40%), final examination (40%), class attendance and activity (20%)

Contact person: Professor Witold Kwasnicki, kwasnicki@prawo.uni.wroc.pl, phone: (48) 71 375 2385, fax (48) 71 375 2374, http://prawo.uni.wroc.pl/~kwasnicki

Course purpose: To provide a framework which integrates the management of technological, market and organizational innovation. The course will be focused on such subjects as: identification and development of core competencies, the constraints imposed by different technologies and markets, and the structures and processes for organizational learning. To provide students with the knowledge to understand and the skills to exploit innovation at all levels. Illustration of the theoretical considerations with numerous case studies.

Course contents:

1. Managing for innovation (Key Issues in Innovation Management. Innovation as a Management Process.)
3. Building effective implementation mechanisms (Managing the Internal Processes. Learning through Corporate Ventures.)
4. Creating the innovative organization
5. Assessing and improving innovation management performance (An Integrative Approach To Innovation Management.)
6. Knowledge society – the state of the art and perspectives.
7. Entrepreneurship and intrapreneurship for better ways of reaching customers, and ways to improve quality, smarter approaches to globalizing, and improved internal services.

Recommended reading:

Type of course: obligatory

Lecturer: Bożena Baborska PhD

Number of credits: 3

Number of hours: 20

Duration: One semester

Type: Lectures with discussion

Assessment method: Written examination

Contact person: Bozena Baborska <bozena.baborska@ae.wroc.pl

Course purpose: The purpose of the course is to introduce students in relatively new field in economic theory: the modern institutional economics, mainly its part called the New Institutional Economics (NIE). Knowledge of its basic concepts, methods and tools of dealing with economic problems seems to be very useful particularly in analysing economic problems of so called “transition economies”

Course contents:
Basic concepts and assumptions. NIE versus orthodox economics. Elements of transaction-cost economics and the New Institutional Economics of firm. Property-rights analysis. Economic theories of contracts: agency theory and theory of relational and incomplete contract. Some applications of basic NIE concepts to the economic analysis of such systemic transformation problems as former state-owned firms privatisation, development of markets and their institutional environment, market failures versus governmental failures.

Recommended reading:
C. Menard (ed): Institutions, Contracts and Organizations. Perspectives from New Institutional Economics. Edward Elgar Publ., 2000,
**Institutions and Laws of the EU**

**Type of course:** obligatory

**Lecturer:** Elżbieta Socha, Ph.D, Professor Krzysztof Wójtowicz

**Number of credits:** 6

**Number of hours:** 30

**Duration:** Fall semester

**Type:** Lecture with discussions, and individual consultations/workshop

**Assessment method:** Written examination

**Contact person:** Elżbieta Socha Ph.D., e-mail: esocha@prawo.uni.wroc.pl;
Professor Krzysztof Wójtowicz; e-mail: kwojtow@prawo.uni.wroc.pl
phone: 375-2325, building “A”, room 221,

**Course purpose:** To learn the basic terminology of European Community and European Union law

**Course contents:**
Definition and distinctions between European Community and European Union law, history and concepts of European integration, development of EU, horizontal and vertical, legal construction of three pillars and its main principles, institutions: European Council, European Parliament, Council of the European Union, Commission, European Court of Justice; sources of law: primary, secondary; influence of Community law on national law of Member States,
law-making process in the European Union, citizenship of EU, legal background of Community policies.

**Recommended reading:**

Type of course: obligatory

Lecturer: Ph.D. Sebastian Jakubowski

Number of credits: 5

Number of hours: 30

Duration: one semester – second year
Type: Lecture with discussions, and individual consultations

Assessment method: Written/oral examination

   Term paper (40%), final examination (40%), class attendance (20%)

Contact person: Sebastian Jakubowski, e-mail: sebajakubowski@prawo.uni.wroc.pl,

Course purpose: This course examines the structure and functioning of insurance markets with a particular emphasis on the life and pension insurance. There are two primary goals of this course: (1) to familiarize students with the basic structure of insurance markets and the ways in which they differ from the markets of other industries: (2) to show students how the tools of applied economic theory, finance, and econometrics are used to investigate issues of specific interest in the insurance markets. Overall, on completion of the course, the student should be able to:
- understand the nature of risk and its application
- understand the general purpose, role and benefits of insurance
- demonstrate a knowledge of how the insurance market works
- understand how the general insurance market is regulated
- apply the basic legal principles of insurance
- understand the underwriting and claims processes relating to general insurance
- identify the key features, benefits and uses of the main forms of general insurance

Course contents:
Introduction
Risk and the role of Insurance
Insurance Market
Regulation and Supervision
Legal Principles
Insurance Practice: Underwriting
Insurance Practice: Claims
Compulsory Insurance
Personal Insurance
Pension Insurance
Insurance Securitization and Capital Allocation
Overview of Commercial Insurance

Recommended reading:

- Problems of the Disability Risk, Munich 1996.
Type of course: obligatory

Lecturer: Władysław Szmyt PhD

Number of credits: 4

Number of hours: 30

Duration: one semester – second year

Type: Lecture with discussions, and individual consultations

Assessment method: examination

Contact person: Władysław Szmyt e-mail: wszmyt@prawo.uni.wroc.pl phone: 48 71 3752983 building “B”, room 105 B

Course purpose: This lecture will introduce students (participants) to the range, variety and structure of international business transactions. The course is intended to prepare students to represent clients in a variety of business transactions that contain international elements.

Course contents:
Formation of the basic commercial transaction; financing the international sale of goods; controlling and promoting exports; licensing, theft, and protection of intellectual property; establishing and operating a foreign investment; the international regulation of national trade laws; legal framework of the international sales transactions; commercial terms of the sales agreement (CIF, FOB, etc.); Incoterms; shipping contracts; insurance; financing agreements (letters of credit, electronic transfers); customs documentation; foreign direct investment transactions, international franchise and distribution agreements; contracts for the transfer of technology; review of World Trade Organization agreements and regional trade areas

Recommended reading:
-F.-U. Jahrmann, Aussenhandel, 11 Auflage, Kiehl Verlag 2004
**International Finance**

**Type of course:** obligatory

**Lecturer:** Professor Jerzy Jakubczyc

**Number of credits:** 8

**Number of hours:** 60

**Duration:** one semester – first year

**Type:** Lecture supported with slides

**Assessment method:** Written examination  
(The Class Colloquium – 30% ; The Final Exam – 70%)

**Contact person:** Jerzy Jakubczyc, e-mail: jakubjez@prawo.uni.wroc.pl

**Course purpose:** To acquaint the students with practical and theoretical knowledge about international finance in the macro- and micro-economic aspects

**Course contents:**


**Recommended reading:**

**International Marketing**

**Type of course:** obligatory

**Lecturer:** Marcin Winiarski PhD

**Number of credits:** 4

**Number of hours:** 30

**Duration:** one semester – second year

**Type:** Lecture with discussions, and individual consultations

**Assessment method:** Written/oral examination

Group Case Reports 30%, final examination (50%), class attendance (20%)

**Contact person:** Marcin Winiarski, e-mail: mswiniar@prawo.uni.wroc.pl, phone 071 3752 821

**Course purpose:** The course International Marketing introduces students to various issues in contemporary marketing realized in the condition of international competition. Recognize the importance of international marketing and identify the similarities and differences between marketing at home and internationally.

**Course contents:**

The international environment of enterprises. The perspectives of the international markets development. Cultures and new consumer challenges. The international market research. The opportunities to use the secondary data - the sources of international information. The segmentation process and the segmentation of international market. The international product policy. The pricing policy within the international marketing. The strategies of distribution in the international marketing. The promotion in the international marketing. The marketing planning. The methods of strategic analysis for the needs of international marketing. The competition strategies on the international market.

**Recommended reading:**

P. R. Cateora, *International Marketing*, Irwin Chicago.. (latest ed)


Managerial Economics

Type of course: obligatory

Lecturer: Bożena Baborska PhD

Number of credits: 6
Number of hours: 30

Duration: one semester

Type: Lectures complemented by case studies

Assessment method: Active participation in case study analyses (30%)  
Written examination (70%)

Contact person: Bożena Baborska, <bozena.baborska@ae.wroc.pl>,  
phone no. 071 3680 461

Course purpose: As a typical Managerial Economics course this course blends the  
intermediate levels of microeconomics with some elements of management  
sciences. It offers chosen patterns of economic analysis of major managerial  
decisions with the use of “marginal analysis” as well as simple econometric  
methodes, illustrated with case-studies, based on real-life firms’ experiences,  
showing how economic concepts and methodes are used by practising  
managers.

Course contents:  
The core of the course are such elements of modern microeconomic  
as economics of uncertainty, the economics of information, the rational  
extpectations theory and the economics of missing markets. Economic  
analysis of fundamental managerial choices’ conditions is enriched with  
the market structures concept and new theories of the firm

Recommended reading:

W. F. Samuelson, S.G. Marks: Managerial Economics, John Wiley & Sons,  
2006 (Fifth Edition),
Does it Work?”, Springer - Verlag, 1998,
J. W. Friedman: On Entry Preventing Behavior and Limit Price Models of  
Entry, in: J.J Galbaszewicz and J-F. Thisse (eds.): Microeconomic Theories  
of Imperfect Competition, Edward Elgar Publ., 1999, pp.288 – 305,
E. J. Green, R. H. Porter: Noncooperative Collusion under Imperfect Price  
Information, in: J.J Galbaszewicz and J-F. Thisse (eds.): Microeconomic  
Theories of Imperfect Competition, Edward Elgar Publ., 1999, pp.534 – 547,
R. Selten : The Chain Store Paradox, in: J.J Galbaszewicz and J-F. Thisse  
(eds.): Microeconomic Theories of Imperfect Competition, Edward Elgar  
Publ., 1999, pp.548 - 580,
Managerial Economics

Type of course: obligatory

Lecturer: Professor Tadeusz Bednarski

Number of credits: 6

Number of hours: 30

Duration: one semester - first year

Type: Lectures and laboratories (15+15)

Assessment method:
  Written examination
  Laboratory assignments (40%), final examination (60% Written)

Contact person: e-mail: t.bednarski@prawo.uni.wroc.pl, phone 071 37 52 323

Course purpose: Understanding and learning to apply quantitative techniques aimed to optimize business decisions given the firm’s objectives.

Course contents: Marginal analysis, demand and elasticity - empirical estimation, production and cost - short and long run, market analysis, competition and pricing practices, optimal resource allocation, elements of game theory.

Recommended reading:

## Marketing Management

<table>
<thead>
<tr>
<th><strong>Type of course</strong></th>
<th>obligatory</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lecturer:</strong></td>
<td>Marcin Winiarski PhD / Institute of Economics/ University of Wroclaw</td>
</tr>
<tr>
<td><strong>Number of credits</strong></td>
<td>4</td>
</tr>
<tr>
<td><strong>Number of hours:</strong></td>
<td>30</td>
</tr>
<tr>
<td><strong>Duration:</strong></td>
<td>one semester - first year</td>
</tr>
<tr>
<td><strong>Type:</strong></td>
<td>Lecture with discussions, and individual consultations</td>
</tr>
<tr>
<td><strong>Assessment method:</strong></td>
<td>Group Case Reports 30%, final examination ( 50% ), class attendance ( 20% )</td>
</tr>
<tr>
<td><strong>Contact person:</strong></td>
<td>Marcin Winiarski , e-mail:<a href="mailto:mswiniar@prawo.uni.wroc.pl">mswiniar@prawo.uni.wroc.pl</a>, phone 071 3752 821</td>
</tr>
</tbody>
</table>

Objectives of the course is to understand the different models of Marketing Management. The course Marketing Management introduces students to various issues in contemporary marketing management. The aim of the course is that the student should - understand theories and principles concerning marketing management in XXI century definition of Marketing and the ability to formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations, and evaluation criteria.

Course contents:

- New Marketing concepts and models
- Strategic marketing
- Relationship marketing
- Understanding marketing management
- Business strategies and strategic marketing planning
- Market segmentation strategies
- Analysis and target market selection
- Positioning strategies
- Product and services strategy
- New product development process
- Pricing
- Distribution channel management strategies in marketing: Harmonization of distribution channels
- Marketing communication strategies and management
- Marketing control
- Revising and improving marketing strategies
- Marketing strategies in globalize world

Recommended

Kotler, Armstrong, Saunders & Wong. Principles of Marketing: The
reading: 
Kotler Marketing Management (latest ed.) Prentice Hall
**Modern Microeconomics**

**Type of course**: Obligatory

**Lecturer**: Professor Witold Kwasnicki (Institute of Economic Sciences, University of Wroclaw, Poland)

**Number of credits**: 5

**Number of hours**: 30

**Duration**: one semester - the first year

**Type**: Course lectures accompanied with discussions of the course participants; individual consultations

**Assessment method**: Written/oral examination
Term paper (40%), final examination (40%), class attendance and activity (20%)

**Contact person**: prof. Witold Kwasnicki, kwasnicki@prawo.uni.wroc.pl, phone: (48) 71 375 2385, fax (48) 71 375 2374, http://prawo.uni.wroc.pl/~kwasnicki/

**Course purpose**: To acquaint the students with the mechanisms of modern economic development and the decision processes of entrepreneurs and consumers. To acquaint the listeners with problems of analysis of market economy mechanisms, with emphasis put on the role of innovations (technical and organizational) in the economic process. The presented material will enable the students to understand better the evolutionary mechanisms of industrial development, market mechanisms in capital economy, the role of R&D process and the role of innovations in economic development. To acquaint the students with the microfoundations of long-term mechanisms of economic development observed at country level, regional level and worldwide.

1. Rudimentary definitions and the subject of economy; "economics in one lesson".
2. Basic categories of capital economy (wealth and service, market, money, price, demand, supply, etc.).
3. Modern approach and simulation models of households and the modern theory of consumer choice.
4. Business enterprises (types, organization, objectives, decision process, innovative activity, costs and types of costs, scale economy).
5. The neoclassical theory of the firm (basic assumptions - representative firm, profit maximization, etc. - separation of company ownership and management). Alternative theories of the firm (criticism of the neo-classical approach; uncertain information, the role of non-verbalized knowledge, limited rationality; comparing neo-classical and evolutionary...
company models).
6. Overview of basic market structures and their analysis (perfect competition, monopolistic competition, oligopoly, duopoly, monopoly, monopsony).
7. Production factors (labour, capital, knowledge) and their analysis as the sources of economic growth.
8. Evolutionary models of industrial development, price and investment decisions (construction of models via analogy; routines-as-gene analogy; company decisions in the evolutionary model; results of simulations and the comparison with the neo-classical model, diversity versus the rate of development).
9. Uncertainty and risk as innate features of economic activity.
10. Innovations versus development at the level of a company or a branch of industry.
11. Entrepreneur, entrepreneurship and the analysis of economic process from the Austrian School viewpoint.
12. Economic development and alternate methods of economic growth (the Keynesian, neo-classical and evolution models).
13. Fluctuations and cycles in social and economic development (one-hundred-year cycles, Kondratiev long waves, cycles of Juglar, Kuznets and Kitichin).
14. The state versus the market; the role of the state in economy. Spontaneity as a condition for harmonious economic development.
15. Private property, economic freedom and economic development. The crisis of a welfare-state.
16. The official economy and the shadow economy (black market economy).

Recommended reading:

5. Friedman Milon i Rose (1996), Free to choose,
6. Hazlitt Henry (1993), Economics in one lesson,
**Type of course** | obligatory  
---|---  
**Lecturer:** | Daria Kostecka PhD (Institute of Economics) University of Wrocław  
**Number of credits** | 5  
**Number of hours:** | 30  
**Duration:** | One semester – first year  
**Language of instruction** | English  
**Type:** | Lecture with discussion and individual consultations  
**Assessment method:** | Written/oral examination  
| Term paper (30 %), final examination (50 %), class attendance (20 %)  
**Contact person:** | Daria Kostecka, e-mail: kostka@prawo.uni.wroc.pl phone: 071 3752384  
**Course purpose:** | The lectures aim at presentation of the place and function of public sector in Polish and EU economy, directions for changes (privatisation, public-private partnership), forms of public tasks fulfillment and sources of their financing  
**Course contents:** | Notion of public sector. Social and economic functions of a modern state. Public sector and market imperfection (market failure, government failure).  
# Statistics

<table>
<thead>
<tr>
<th>Type of course</th>
<th>obligatory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturer</td>
<td>Professor  Tadeusz Bednarski / Institute of Economics/ University of Wroclaw</td>
</tr>
<tr>
<td>Number of credits</td>
<td>5</td>
</tr>
<tr>
<td>Number of hours:</td>
<td>30</td>
</tr>
<tr>
<td>Duration:</td>
<td>one semester - first year</td>
</tr>
<tr>
<td>Language of instruction</td>
<td>English</td>
</tr>
<tr>
<td>Type:</td>
<td>Lectures and laboratories (15+15)</td>
</tr>
<tr>
<td>Assessment method:</td>
<td>Written examination</td>
</tr>
<tr>
<td>Laboratory assignments ( 40 % ), final examination ( 60% )</td>
<td></td>
</tr>
<tr>
<td>Prerequisites:</td>
<td>introductory statistics and calculus</td>
</tr>
<tr>
<td>Contact person:</td>
<td>e-mail: <a href="mailto:t.bednarski@prawo.uni.wroc.pl">t.bednarski@prawo.uni.wroc.pl</a>, phone 071 37 52 323</td>
</tr>
<tr>
<td>Course purpose:</td>
<td>Understanding principal data analytic techniques based on statistical inference, its range of applications in business, management and econometrics</td>
</tr>
<tr>
<td>Course contents:</td>
<td>Survey of probability concepts, sampling methods, testing and estimation facts, regression models, dependence analysis. Throughout the course numerous examples related to real business, economic and policy questions are given.</td>
</tr>
</tbody>
</table>
# Tax Policy

<table>
<thead>
<tr>
<th>Type of course</th>
<th>obligatory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturer:</td>
<td>M. A. Krzyszof Suwalski, Institute of Economics, University of Wroclaw</td>
</tr>
<tr>
<td>Number of credits</td>
<td>2</td>
</tr>
<tr>
<td>Number of hours:</td>
<td>20</td>
</tr>
<tr>
<td>Duration:</td>
<td>one semester</td>
</tr>
<tr>
<td>Type:</td>
<td>exercise</td>
</tr>
<tr>
<td>Assessment method:</td>
<td>participation in discussion (70%) and class attendance (30%)</td>
</tr>
<tr>
<td>Contact person:</td>
<td>Krzysztof Suwalski, e-mail <a href="mailto:suwal@prawo.uni.wroc.pl">suwal@prawo.uni.wroc.pl</a>, phone 071 3752902</td>
</tr>
</tbody>
</table>

## Course purpose:
Objective of the course is to analyse aims and instruments of tax policy, impact of taxation on economic performance, evolution of tax systems.

## Course contents:
Definitions and classifications, Canons of taxation, Taxation and efficiency, Taxation and income distribution, Taxation and stabilisation, Personal taxation, Taxation of corporations, Taxes on wealth and consumption, Polish tax system and systems of main industrialized countries, Tax harmonization vs. tax coordination.

## Recommended reading: