

## Accounting and firm reporting or financial accounting

**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](mailto:j.gadawska@prawo.uni.wroc.pl), [jola.g@vp.pl](mailto: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.*

**Course contents:** Definition and function accounting, Accounting policies, International Accounting Standards, International Financial Reporting Standards, US GAAP, European Union Accounting Directives - comparison of international regulations, Balance sheet valuation rules /valuation of assets and liabilities/, allocation of accounts, Accounting documentation, Fixed assets records, Inventory register, Cost of accounting, Revenues in accounting, Reserves, Assets value losses, Inventory valuation, Financial result, Financial reporting- financial statement, Accounts analysis

**Recommended reading:** IAS – International Accounting Standards, IFRS, US GAAP, European Union Accounting Directives, R. Hermanson - *Accounting Principles*, Washington 1989, E, A, Spiller - *Financial Accounting: basic concept*, Homewood 1990, G. Sorter - *Financial accounting an events and Cash flow*, New York 1990, Hatherly David - *Accounting for Business Activity /Case scenarios in accounting/* London 1993, *Accounting for Management decisions* – J. Arnold, T. Hope, New York 1990, The accounting act, Warszawa 2005, P.E. Fess, C.S. Warren - *Accounting principles*, Cincinnati 1994, Parker, Walter - *Accounting – the language of business*, W-w, WSZiF, 2005.

## Capital Markets

**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](mailto:jakubjez@prawo.uni.wroc.pl)

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

**Course contents:** Definition of capital market. Fundamental subjects and objects of financial transaction. Financial instruments and securities. Basic types of financial instruments - stocks, bonds, credits, innominate contracts, derivatives, options. Issuance and valuation of financial instruments.

**Recommended reading:** E.F.Brigham (1992), *Fundamentals of Financial Management*; The Dryden Press.  
J. Hull (1994), *Introduction to Futures and Options Markets*; Prentice Hall, Inc.

## Commercial Law

**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.

## Competition policy

**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:** 1. D.G. Goyder, EC Competition Law, London 2003  
2. M.R. Joelson, AN International Antitrust Primer

## Consumer protection

**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:**

Nature of organizations. Management process. Management thought. Managing and manager's functions and roles. The environment of organizations. Planning and decision-making. Managing strategy. Organizational structure. Managing organizational design. Managing communications. Power and power outcomes. Managing conflicts. Managing leadership and influence processes. Controlling process. Managing for total quality in organizations.

**Recommended reading:**

1. Ricky W. Griffin, *Management*, Houghton Mifflin Company, Boston, New York, the last edition.
2. Richard H. Hall, Pamela S. Tolbert, *Organizations. Structures, Processes, and Outcomes*, Pearson Prentice Hall, New Jersey, the last edition.
3. E. Frank Harrison, *The Managerial Decision-Making Process*, Houghton Mifflin Company, Boston, New York, the last edition

# Development Economics and Globalization

**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:**

J. Stiglitz , *Globalization and Its Discontents*. New York, Norton, 2002.

A. Sen, *Development as Freedom*, Oxford, Oxford University Press, 1999.

M.P.Todaro, S. Smith (), *Economic Development*, Addison Wesley, New York 2005. E. Frank Harrison, *The Managerial Decision-Making Process*, Houghton Mifflin Company, Boston, New York, the last edition

## Economics of the EU

**Type of course:** obligatory

**Lecturer:** Professor Jarosław Kundera / Institute of Economics/ University of Wrocław

**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

**Recommended reading:**

J.D.Hansen, European Integration. An Economic Perspective, Oxford 2001, W Molle, The Economics of European Integration. Theory, Practice, Policy, Dartmouth 1999., A. Zervoyianni, G. Argiros, G.Agriorgianakis, European Integration, New York 2006, Richard Baldwin, Charles Wyplosz, The Economics of European Integration, New York 2006



# Ethics in Business

**Type of course:** obligatory

**Lecturer:** Professor Bożena Klimczak/ Institute of Economics/ University of Economics Wrocław

**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 Klimczak, e-mail:gn\_ie@ae.wroc.pl, phone 071 3680184

**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:
    - American Marketing Association Code of Ethics
    - American Accountant's Code of Conduct
- International regulations of money laundering

## Financial Management

**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](mailto:jakubjez@prawo.uni.wroc.pl)

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

**Course contents:**

Speculation, arbitrage, and assurance. Financial assurance and an internal rate of return. An internal rate of return and a financial tree. The financial tree and an option. The derivatives - options, warranties, convertible bonds. An option versus equity capital. An analysis of the financial trees. Financial risk security. The capital group performance.

**Recommended reading:**

J.Hull (1994), *Introduction to Futures and Options Markets*, Prentice Hall, Inc.

T.Copeland (et al) (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](mailto: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 role 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:**

Dawid A. DeCenzo, Stephen P. Robbins, Human Resource Management, John Wiley&Sons, 2004; Gary Dessler, Human Resource Management, Prentice Hall 2004

# 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:** Mikolaj 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:**

1. D.E.Waldman, E.J.Jensen: Industrial Organisation. Theory and Practice. 3<sup>rd</sup> Edition. Pearsons Education 2006.
2. D.W.Carlton, J.F.Perloff. Modern Industrial Organization. (last

- edition) Harper-Collins.
3. S.Douma, H.Schreuder, Economic Approaches to Organizations. (last edition) Prentice Hall Inc.
  4. L.Pepall, D.Richards, G.Norman, Industrial Organization: Contemporary Theory and Practice, Thomson Learning, 3<sup>rd</sup> Edition, 2005.
  5. H.R.Varian. Intermediate Microeconomics. A Modern Approach. 3<sup>rd</sup> edition. W.W.Norton and Company 1993 (or newer 4<sup>th</sup> or 5<sup>th</sup> edition).  
Supplementary books and articles may be used.

## 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'Mahony, 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

# Innovation Management in the Knowledge Economy

**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  
Lecture

**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](mailto:kwasnicki@prawo.uni.wroc.pl), phone: (48) 71 3752385, 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.*)
2. Taking a strategic approach (*Developing the Framework for an Innovation Strategy. Positions: The National and Competitive Environment. Paths: Exploiting Technological Trajectories. Processes: Integration for Strategic Learning.*)
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:**

1. Joe Tidd, John Bessant, Keith Pavitt,, 2005, 'Managing Innovation: Integrating Technological, Market and Organizational Change, 3rd Edition', Wiley Publisher



2. Peter Drucker, 1993, *Innovation and entrepreneurship*, Harper&Row Publishers  
Gifford Pinchot, Ron, Pellman, 1999, *Intrapreneuring in Action. A handbook for business innovation*, San Francisco: Berrett-Koehler Publishers, Inc.

## Institutional Economics

**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:** Bożena Baborska <bożena.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:**

E.G. Furubotn and R.Richter: *Institutions and Economic Theory. The Contribution of the New Institutional Economics*. The University of Michigan Press 1997,  
E.G. Furubotn and R.Richter (eds): *The New Institutional Economics*. Mohr Verlag, 1991,  
C. Menard (ed): *Institutions, Contracts and Organizations. Perspectives from New Institutional Economics*. Edward Elger Publ., 2000,  
D. Martimort: *An incomplete contract perspective on public good provision*. Journal of Economic Surveys 2005, Vol.19, No. 2, pp.149-180,  
The World Bank: *World Development Report 2002: Building Institutions for Markets*, Oxford University Press , World Bank, 2001

## 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](mailto:esocha@prawo.uni.wroc.pl),

Professor Krzysztof Wójtowicz; e-mail: [kwojtow@prawo.uni.wroc.pl](mailto: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:**

J. Steiner, L. Woods, EC Law; K. Lenaerts, P. Von Nuffel, Constitutional Law of the European Union; S. Weatherhill, EU Law; Texts of: EU Treaty, EC Treaty

## Insurance Market

**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: [sebakubowski@prawo.uni.wroc.pl](mailto:sebakubowski@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:**

- Athearn J.L., Risk and Insurance, New York 1962.
- Bluhm W.F., Group Insurance, Connecticut, USA 1992.
- Knight F.H. Risk, Uncertainty and Profit, New York 1957.
- Luffrum G.G., Life Underwriting, Oxford 1990.
- Problems of the Disability Risk, Munich 1996.

# International Business Transactions

**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](mailto: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:**

- R.H.Folsom, M. Wallace Gordon, J.A.Spanogle Jr, P.L.Fitzgerald, International Business Transactions: A Problem-Oriented Coursebook, 9<sup>th</sup> Edition, West Group 2006
- D.K.Chow, T.J.Schoenbaum, International Business Transactions: Problems, Cases, and Materials, WoltersKluwer (Aspen Publishers) 2005
- 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](mailto:jakubjez@prawo.uni.wroc.pl)

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

**Course contents:**

The international monetary system. The origin, development, and collapse of the Bretton Woods system.. Evolution of the international monetary system after 1971. Current condition of the world monetary system and its prospects. The theory and policy of exchange rate. Worldwide co-ordination of monetary and financial policies. Currency exchange ability. Balance of payments, problems with its equilibrium and adjustment processes. International monetary and credit market. Euro-markets. International indebtedness and methods of its solution. Inflation, unemployment, and economic policy in open economy. Relations of parity of the integrated financial market. Financial instruments in international traffic. Analysis of financial reports in case of the firms participating in international traffic. Financing and settlement of accounts of foreign transactions. Financial analysis of international investments. Polish foreign exchange regulations.

**Recommended reading:**

R.G. Hubbard (1994), Money, the Financial System and the Economy, Addison, Wesley Publishing Company.

# 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)

S.Hollensen, *Global Marketing* Prentice Hall London

J. C. Usunier, *Marketing Across Cultures* 3rd. ed., Prentice Hall, London 2000



## 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 methods, illustrated with case-studies, based on real-life firms’ experiences, showing how economic concepts and methods 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 expectations 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),

R. Arena, Ch. Longhi (Editors): *Markets and Organization*, Part 2. “How 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 3752 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:**

Baye, M., Managerial Economics and Business Strategy,  
Richard D. Irwin/McGraw-Hill, Inc., 2005.

## Marketing Management

<b>Type of course</b>	obligatory
<b>Lecturer:</b>	Marcin Winiarski PhD / Institute of Economics/ University of Wroclaw
<b>Number of credits</b>	4
<b>Number of hours:</b>	30
<b>Duration:</b>	one semester - first year
<b>Type:</b>	Lecture with discussions, and individual consultations Written/oral examination
<b>Assessment method:</b>	Group Case Reports 30%, final examination ( 50% ), class attendance ( 20% )
<b>Contact person:</b>	Marcin Winiarski , e-mail:mswiniar@prawo.uni.wroc.pl, phone 071 3752 821
<b>Course purpose:</b>	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.
<b>Course contents:</b>	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
<b>Recommended</b>	Kotler, Armstrong, Saunders & Wong. Principles of Marketing: The

**reading:**

European Edition. (latest ed.) Prentice Hall.

Kotler Marketing Management (latest ed.) Prentice Hall

## Modern Microeconomics

<b>Type of course</b>	Obligatory
<b>Lecturer:</b>	Professor Witold Kwasnicki (Institute of Economic Sciences, University of Wrocław, Poland)
<b>Number of credits</b>	5
<b>Number of hours:</b>	30
<b>Duration:</b>	one semester - the first year
<b>Type:</b>	Course lectures accompanied with discussions of the course participants; individual consultations
<b>Assessment method:</b>	Written/oral examination Term paper (40%), final examination (40%), class attendance and activity (20%)
<b>Contact person:</b>	prof. Witold Kwasnicki, <a href="mailto:kwasnicki@prawo.uni.wroc.pl">kwasnicki@prawo.uni.wroc.pl</a> , phone: (48) 71 3752385, fax (48) 71 375 2374, <a href="http://prawo.uni.wroc.pl/~kwasnicki/">http://prawo.uni.wroc.pl/~kwasnicki/</a>
<b>Course purpose:</b>	<p>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&amp;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.</p>
<b>Course contents:</b>	<ol style="list-style-type: none"><li>1. Rudimentary definitions and the subject of economy; "economics in one lesson".</li><li>2. Basic categories of capital economy (wealth and service, market, money, price, demand, supply, etc.).</li><li>3. Modern approach and simulation models of households and the modern theory of consumer choice.</li><li>4. Business enterprises (types, organization, objectives, decision process, innovative activity, costs and types of costs, scale economy).</li><li>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</li></ol>

- 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).
  17. Long-term trends in the economic development and the perspectives of economic development in the first decades of the 21st century.

**Recommended reading:**

1. Begg D., Fischer S., Dornbusch R. *Economics* vol. 1 *Microeconomics*, vol. 2 *Macroeconomics*, The McGraw-Hill Companies.
2. Hall R. E., Taylor J. B. (1996), *Macroeconomics*, New York, London: W.W. Norton and Company, Inc.
3. DeLong J. Bradford, (2002) *Macroeconomics*, The McGraw-Hill
4. Freeman Chris, Luc Soete (1997), *The Economics of Industrial Innovation*, London: Pinter.
5. Friedman Milron i Rose (1996), *Free to choose*,
6. Hazlitt Henry (1993), *Economics in one lesson*,
7. Kwasnicki Witold (1996), *Knowledge, Innovation, and Economy. An Evolutionary Exploration*, Edward Elgar Publishing Ltd.

## PUBLIC SECTOR ECONOMICS

<b>Type of course</b>	obligatory
<b>Lecturer:</b>	Daria Kostecka PhD (Institute of Economics) University of Wrocław
<b>Number of credits</b>	5
<b>Number of hours:</b>	30
<b>Duration:</b>	One semester – first year
<b>Language of instruction</b>	English
<b>Type:</b>	Lecture with discussion and individual consultations Written/oral examination
<b>Assessment method:</b>	Term paper (30 %), final examination (50 %), class attendance (20 %)
<b>Contact person:</b>	Daria Kostecka, e-mail: <a href="mailto:kostka@prawo.uni.wroc.pl">kostka@prawo.uni.wroc.pl</a> phone: 071 3752384
<b>Course purpose:</b>	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
<b>Course contents:</b>	Notion of public sector. Social and economic functions of a modern state. Public sector and market imperfection (market failure, government failure). Theory of public choice. Public income and expenditure. Privatization of public tasks. Public-private partnership. Public sector in EU countries. Public sector models (coexistence of public and private sector).
<b>Recommended reading:</b>	J.E. Stiglitz, Economics of the public sector, New York London 2000, G. Esping-Andersen, The three worlds of welfare capitalism, Polity Press 1990, G.Esping-Andersen et al., Why need a new welfare state, Oxford 2002, S.J. Bailey, Public sector economics: theory, policy and practice, New York 2002, Public Sectors Modernisation, Observer OECD, 2003

## Statistics

<b>Type of course</b>	obligatory
<b>Lecturer:</b>	Professor Tadeusz Bednarski / Institute of Economics/ University of Wroclaw
<b>Number of credits</b>	5
<b>Number of hours:</b>	30
<b>Duration:</b>	one semester - first year
<b>Language of instruction</b>	English
<b>Type:</b>	Lectures and laboratories (15+15)
<b>Assessment method:</b>	Written examination Laboratory assignments ( 40 % ), final examination ( 60% )
<b>Prerequisites:</b>	introductory statistics and calculus
<b>Contact person:</b>	e-mail: t.bednarski@prawo.uni.wroc.pl, phone 071 3752 323
<b>Course purpose:</b>	Understanding principal data analytic techniques based on statistical inference, its range of applications in business, management and econometrics
<b>Course contents:</b>	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.
<b>Recommended reading:</b>	<ol style="list-style-type: none"><li>1. Lind, D. and Mason, R. Basic Statistics for Business and Economics. McGraw-Hill, 2006.</li><li>2. Wooldridge, J. Introductory Econometrics a Modern Approach. Thomson 2006.</li></ol>



## Tax Policy

<b>Type of course</b>	obligatory
<b>Lecturer:</b>	M. A. Krzysztof Suwalski , Institute of Economics , University of Wrocław
<b>Number of credits</b>	2
<b>Number of hours:</b>	20
<b>Duration:</b>	one semester
<b>Type:</b>	exercise
<b>Assessment method:</b>	participation in discussion (70%) and class attendance (30%)
<b>Contact person:</b>	Krzysztof Suwalski , e-mail <a href="mailto:suwal@prawo.uni.wroc.pl">suwal@prawo.uni.wroc.pl</a> , phone 071 3752902
<b>Course purpose:</b>	objective of the course is to analyse aims and instruments of tax policy, impact of taxation on economic performance, evolution of tax systems
<b>Course contents:</b>	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
<b>Recommended reading:</b>	S. James, Ch. Nobes, The Economics of Taxation. Principles, Policy , and Practice. (SEVENTH EDITION ,1999/2000) Pearson Education ; H. Rosen, Public Finance, McGraw-Hill 2004 ; J. E. Stiglitz, Economics of the Public Sector. Third edition, W. W. Norton & Company 2000