

## Subject card

Subject name and code	Descriptive Statistics, PG_00178593						
Field of study	Descriptive Statistics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	1		ECTS credits		7.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Statistics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Ewa Wycinka				
	Teachers		dr Anna Gierusz-Matkowska				
			dr hab. Ewa Wycinka				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	15.0	0.0	0.0	75
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	75		4.0		96.0	175
Subject objectives	The student should understand the essence of statistical methods and demonstrate proficiency in statistical terminology. They should be able to confidently apply basic statistical methods to solve simple problems and possess the ability to explain the rationale for using particular methods as well as interpret the obtained results in the context of economic and social phenomena						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[FiRL3_W04] The student has advanced knowledge and understanding of the role and place of man in financial structures and his behaviour in organisations, both at the individual, group, and institutional levels.		The student is able to analyze the causes, course, and effects of financial and accounting processes using descriptive statistical methods, and interprets regularities within populations and relationships between variables. Examples include the analysis of company financial data, the study of market trends, and the evaluation of financial performance based on statistical data		[SW4] test/egzamin - ustny lub pisemny [SW2] prezentacja/projekt/referat/ raport		
	[FiRL3_U04] The student is able—from the perspective of finance and accounting—to correctly select and properly apply methods and tools from the fields of management and quality sciences, economics, and finance to analyse and forecast economic processes and evaluate economic phenomena.		The student selects methods of statistical description depending on the research problem and the nature of the phenomena under investigation.		[SU2] prezentacja/projekt/referat/ raport [SU4] test/egzamin - ustny lub pisemny		

Subject contents	Introductory Concepts: Definition and methods of statistics, Applications of statistics, Key terms: population, sample, variable characteristics, Statistical research: types and stages Data Presentation: Data series, Statistical tables, Graphs and charts Distribution Characteristics: Measures of central tendency: mean, median, mode, Measures of dispersion: range, variance, standard deviation, coefficient of variation, Sharpe ratio, Skewness, Concentration Analysis of Interdependence: Pearsons linear correlation coefficient, Linear regression function parameter estimation and interpretation, goodness of fit assessment Nonlinear regression functions estimation and interpretation of selected models, fit diagnostics Alternative Measures of Association: Spearmans rank correlation coefficient, Association of qualitative variables: selected association and contingency coefficients Time Series Analysis:: Nature and types of time series, Graphical presentation, Measures of average level in time series Analysis of simple and complex dynamic phenomena: absolute changes, individual and aggregate indices, average growth rate		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	51.0%	20.0%
	exam	51.0%	50.0%
	colloquiums	51.0%	30.0%
Recommended reading	Basic literature	Statistics for business and economics / Anderson [David R. et al.], Cengage Learning EMEA, 5th edition, cop. 2020.	
	Supplementary literature	Applied business statistics : making better business decision / Ken Black, John Wiley & Sons, cop. 2011.  Complete business statistics / Amir D. Aczel, Jayavel Sounderpandian, McGraw-Hill Higher Education, 2009	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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## Subject card

Subject name and code	Mathematics for Economics, PG_00178594						
Field of study	Mathematics for Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2025/2026	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	1		Language of instruction			English English	
Semester of study	1		ECTS credits			6.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Department of Econometrics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marta Chylińska				
	Teachers		dr Marta Chylińska  mgr Idriss Nkouatchoua Ngueya				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	0.0	0.0	60
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	60		4.0		86.0	150
Subject objectives	The aim of the course is to provide students with an understanding of the mathematical knowledge for finance and investment. The course gives students skills for implementation of the mathematical knowledge and expertise to the problems of finance and investment. Its prerequisites are both the knowledge of the single variable calculus and the foundations of linear algebra including operations on matrices and the general theory of systems of simultaneous equations.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[FiRL3_W02] The student has advanced knowledge and understanding of the functioning of the domestic and international financial market and financial instruments and institutions.		The student knows advanced mathematical tools appropriate to the science of management and quality.			[SW4] test/egzamin - ustny lub pisemny	
	[FiRL3_U02] The student can identify, analyze or design adequate solutions to problems in finance and accounting.		The student is able to determine priorities for solving mathematical problems, independently solve mathematical tasks			[SU4] test/egzamin - ustny lub pisemny	

Subject contents	<ol style="list-style-type: none"><li>1. Matrix algebra: Matrices and Vectors, Matrix Operations, Commutative, Associative and Distributive Laws, Identity and Null Matrices, Transposes and Inverses, Conditions for Nonsingularity of a Matrix, Basic Properties of Determinants.</li><li>2. Linear Models and Matrix Algebra: Finding the Inverse Matrix, Cramers Rule, Application to Market and National-Income Models, Limitations of Static Analysis</li><li>3. Functions, Graphs, and Models: Functions and Models, Finding Domain and Range, Slope and Linear Functions, Nonlinear Functions and Models, Mathematical Modeling and Curve Fitting.</li><li>4. Differentiation: Limits: A Numerical and Graphical Approach, Algebraic Limits and Continuity, Average Rates of Change, Differentiation Using Limits of Difference Quotients, Differentiation Techniques: The Power and Sum/Difference Rules, Differentiation Techniques: The Product and Quotient Rules, The Chain Rule, Higher-Order Derivative.</li><li>5. Applications of Differentiation: Using First Derivatives to Find Maximum and Minimum Values and Sketch Graphs, Using Second Derivatives to Find Maximum and Minimum Values and Sketch Graphs, Graph Sketching: Asymptotes and Rational Functions, Using Derivatives to Find Absolute Maximum and Minimum Values, Maximum/Minimum Problems, Business and Economics Applications, Marginals and Differentials, Implicit Differentiation and Related Rates.</li><li>6. Integration: Antidifferentiation, Antiderivatives as Areas, Area and Definite Integrals, Properties of Definite Integrals, Integration Techniques Substitution and by Parts.</li><li>7. Applications of Integration: Consumer Surplus and Producer Surplus, Integrating Growth and Decay Models, Improper Integrals, Probability and Expected Value, The Normal Distribution.</li></ol>		
Prerequisites and co-requisites	Basic algebra concepts, such as properties of exponents, multiplying and factoring polynomials, equation solving		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	2 written tests	51.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"><li>1. Bittinger M.L., Ellenbogen D.J., Surgent S.A., Calculus and its applications, Pearson Addison-Wesley, 2012</li><li>2. Gruber M.H.J., Matrix Algebra for Linear Models, Wiley, 2013</li></ol>	
	Supplementary literature	1. Chiang A.C., Fundamental methods of mathematical economics, McGraw-Hill, 1984.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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## Subject card

Subject name and code	Business Informatics, PG_00178595						
Field of study	Business Informatics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	1		ECTS credits		5.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marek Markowski				
	Teachers		mgr inż. Dawid Jereczek				
			dr hab. Jerzy Auksztol				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	45.0	0.0	0.0	60
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	60		4.0		61.0	125
Subject objectives	<b>Educational objectives</b>						
	To provide knowledge and teach the student:						
	<ul style="list-style-type: none"><li>to prepare the student for effective and safe use of information technologies,</li><li>the correct usage of terminology related to information technology,</li><li>to acquire skills in creating documents, spreadsheets and multimedia presentations, principles of visual communication,</li><li>to teach the principles of safe usage of the Internet, searching for information and critically evaluating and selecting it.</li></ul>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRL3_W05] To an advanced degree, the student knows and understands the tools and techniques for obtaining, compiling, and analyzing the data necessary to assess the financial situation of various entities in management, quality sciences, economics, and finance.	The student recognizes and selects methods and techniques for collecting, storing, analyzing and processing data in the context of assessing the financial situation of an enterprise. He is able to find, examine, verify, question and reject erroneous data	[SW4] test/egzamin - ustny lub pisemny [SW2] prezentacja/projekt/referat/raport
	[FiRL3_U12] The student can utilize IT tools to enhance finance and accounting tasks.	The student is able to select, choose and use software tools (spreadsheets, text editors, graphic processing and visualization software) and selected information technologies supporting the processes of collecting, storing, sharing and processing data supporting work in the area of finance and accounting.	[SU2] prezentacja/projekt/referat/raport
	[FiRL3_U03] The student can obtain data and verify its accuracy from appropriately selected sources and use these data to analyse and evaluate economic processes and phenomena in management and quality sciences, economics and finance.	The student correctly and critically selects data sources, selects and uses data and, as appropriate, processes and visualizes information in the analysis, evaluation, design and construction of IT tools supporting the understanding of managerial, economic and financial phenomena and processes.	[SU2] prezentacja/projekt/referat/raport
	[FiRL3_W06] To an advanced degree, the student knows and understands the objectives, essence, nature and interrelationships of financial processes, ways of recording them, and the principles of rational decision-making and implementation of changes in this area.	The student identifies and explains the need to use appropriate IT tools in the process of rational decision-making. Is able to calculate, evaluate and vary the results in the analysis of resources, areas and connections of financial processes.	[SW4] test/egzamin - ustny lub pisemny [SW2] prezentacja/projekt/referat/raport

Subject contents	<b>Lectures (15 hours):</b>		
	<div>1. Introduction to economic informatics,</div> <div>2. Teleinformatics technologies (including: Computer hardware, Computer networks, Internet of Things)</div> <div>3. Computer software and programming and Cloud Computing</div> <div>4. Creating IT systems (including: business process modeling, methodologies for creating IT systems, databases and Big Data)</div> <div>5. IT project management. Management IT systems</div> <div>6. Digital economy (including: tools supporting knowledge management, information society, e-business, e-learning, communication and cooperation tools).</div> <div>7. Advanced techniques for searching for information on the Internet. White intelligence, legality.</div> <div>8. Public presentations of business data - principles, "good practices", selection of tools</div> <div>9. CMS tools. Wordpress. Principles of creating websites. Visual identification. Hosting, Administration. Website security. SEO elements.</div>		
	<b>Labs (45 hours):</b>		
	<div><b>1. Advanced use of MS Excel -20 hours:</b></div> <div><ul style="list-style-type: none"><li>• Spreadsheet - principles of working with spreadsheets in solving business problems, optimizing work with large amounts of data, preparing business reports Solving business problems using conditional, date and time, text and financial analysis functions.</li><li>• Pivot tables and charts based on the data model</li><li>• Data visualization and creation of dashboards. Automation of work in the spreadsheet, creation of forms, use of macros, advanced data filtering</li><li>• Solver tool, multidimensional analysis, conditional analysis, scenario manager, optimization of the objective function</li></ul></div> <div><b>2. Visual communication - 5 hours:</b></div> <div><ul style="list-style-type: none"><li>• Tools and techniques for effective content delivery. Preparing business reports</li><li>• Audience interaction tools, graphic elements, infographics, visual notes. Teamwork tools.</li><li>• Forms, surveys, reports, presentations, stories. Google Forms and Sway application.</li></ul></div> <div><b>3. Advanced information retrieval techniques - 10 hours:</b></div> <div><ul style="list-style-type: none"><li>• Sources of information, quality of information, verification of information credibility,</li><li>• White intelligence on the Internet, WWW browsers, selected web search engines, elements of Google Hacking</li></ul></div> <div><b>4. CMS Systems - 10 hours:</b></div> <div><ul style="list-style-type: none"><li>• Acquiring, processing and presenting business data using Internet services</li><li>• Working with the CMS system. WordPress configuration. Administrative activities. Personalization of appearance.</li><li>• Content creation. Wordpress management, user management, Plug-in installation.</li></ul></div>		
Prerequisites and co-requisites	Basic computer skills and the ability to use the Internet.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Visual Communication Project	51.0%	10.0%
	Raport w MS Word z wyszukiwania informacji	51.0%	15.0%
	WWW Design and Implementation	51.0%	15.0%
	MS Excel Project	51.0%	35.0%
	Lecture Test	51.0%	25.0%



## Subject card

Subject name and code	Macroeconomics, PG_00178596						
Field of study	Macroeconomics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	1		ECTS credits		5.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Corporate Finance -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr inż. Alicja Grzenkowicz				
	Teachers		prof. dr hab. Jacek Zaucha dr hab. Przemysław Kulawczuk				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	0.0	0.0	45
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	45		3.0		77.0	125
Subject objectives	Acquiring knowledge of key macroeconomic issues relevant to finance, including the functioning of macroeconomic policy tools, analysis of alternative decision-making scenarios, evaluation of the costs and benefits of various policy options, and the adaptation of economic entities to a changing macroeconomic environment. The course aims to prepare students to make informed decisions in the context of evolving economic policy conditions.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRL3_U01] The student can analyze and interpret socio-economic processes and phenomena—from the finance and accounting perspective—using knowledge and tools from management, quality sciences, economics, and finance.	The student is able to analyze the causes, progression, and effects of specific macroeconomic processes and phenomena using advanced social science theories and appropriate methods. The student interprets key macroeconomic indicators (GDP, inflation, unemployment, etc.) and explains their significance for economic performance and business activity from the perspective of finance and accounting.	[SU1] wypowiedź ustna/rozmowa/ dyskusja [SU4] test/egzamin - ustny lub pisemny
	[FiRL3_W01] The student has advanced knowledge and understanding of the nature and evolution of management, quality, economics, and finance theories and their place in the social sciences system, particularly from the perspectives of finance and accounting.	The student can characterize various types of macroeconomic structures, their role in social sciences, and their connections to related disciplines such as finance, accounting, and management. The student also describes key macroeconomic institutions and the changes occurring within them, including banking, taxation, financial markets, public finance, and the private sector.	[SW4] test/egzamin - ustny lub pisemny [SW1] wypowiedź ustna/rozmowa/ dyskusja
	[FiRL3_U06] The student can use and integrate knowledge from management and quality sciences, as well as economics and finance, to resolve dilemmas and solve complex problems that arise in professional work in finance and accounting.	The student applies macroeconomic concepts to evaluate the impact of government policies (monetary and fiscal) on business conditions and financial decisions, integrating knowledge from finance, management, and economics to solve complex practical problems.	[SU1] wypowiedź ustna/rozmowa/ dyskusja [SU4] test/egzamin - ustny lub pisemny

Subject contents	<p><b>Module A: Aggregate Product, Prices, and Economic Growth</b></p> <p><b>1. Gross Domestic Product and Macroeconomic Indicators</b></p> <ul style="list-style-type: none"> <li>• GDP calculation: expenditure, income, and production methods (value-added vs. final output); nominal vs. real GDP and the GDP deflator.</li> <li>• Key macroeconomic indicators: GDP, national income, personal and disposable income their relationships and comparisons.</li> <li>• Relationships between savings, investment, fiscal balance, and trade balance; the circular flow model and roles of macroeconomic sectors.</li> <li>• Comparison of GDP with alternative measures (e.g., HDI, net economic welfare); international competitiveness and the GCII index.</li> </ul> <p><b>2. Aggregate Demand and Supply</b></p> <ul style="list-style-type: none"> <li>• Macroeconomic equilibrium (<math>AD = AS</math>) and money market equilibrium.</li> <li>• IS-LM model: basics, interpretation, and derivation of the AD curve.</li> <li>• Short- and long-run aggregate supply; causes and effects of movements and shifts in AD and AS curves.</li> <li>• Business cycle implications of AD-AS fluctuations; short-run equilibrium at varying employment levels.</li> <li>• AD-AS analysis in mainstream and supply-side economics.</li> </ul> <p><b>3. Economic Growth</b></p> <ul style="list-style-type: none"> <li>• Sources, measurement, and sustainability of growth; ecological growth and the production function.</li> <li>• Input-driven vs. total factor productivity-driven growth.</li> <li>• Role of natural resources, demographic changes, immigration, and labor force participation.</li> <li>• Importance of investments in physical and human capital, and technological progress.</li> <li>• Comparative overview of classical, neoclassical, and endogenous growth theories.</li> </ul> <p><b>Module B: Understanding Business Cycles</b></p> <p><b>4. Business Cycles and Unemployment</b></p> <ul style="list-style-type: none"> <li>• Phases and mechanisms of the business cycle; role of resource use, housing, and foreign trade.</li> <li>• Major business cycle theories.</li> <li>• Types and measurement of unemployment.</li> </ul> <p><b>5. Inflation and Economic Indicators</b></p> <ul style="list-style-type: none"> <li>• Inflation types: inflation, deflation, disinflation, hyperinflation.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Construction, uses, and limitations of inflation indices; cost-push vs. demand-pull inflation.</li> <li>• Application and constraints of macroeconomic indicators, especially in financial analysis.</li> </ul> <p><b>Module C: Economics of Regulation</b></p> <p><b>6. Regulation in the Market Economy</b></p> <ul style="list-style-type: none"> <li>• Forms and types of regulation and regulators; self-regulation in financial markets.</li> <li>• Economic rationale for state intervention; regulatory interdependencies and tools.</li> <li>• Decision-making in regulated markets.</li> </ul> <p><b>7. Trade and Financial Market Regulation</b></p> <ul style="list-style-type: none"> <li>• Regulatory goals in trade and finance; global antitrust practices and competition risks.</li> <li>• Costs and benefits of regulation; impact assessment on sectors, firms, and market stability.</li> <li>• Use of behavioral economics in regulation; main areas of financial regulation in Poland and the EU.</li> </ul>		
Prerequisites and co-requisites	<p>A. Formal requirements</p> <p>Good knowledge of professional English used in economics, ability to work in groups, basic mathematical skills, ability to formulate short texts in English.</p> <p>B. Entry requirements</p> <p>There are no entry requirements for this subject</p>		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written assessment	51.0%	50.0%
	Written exam	51.0%	50.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. N. Gregory Mankiw, Macroeconomics, Worth Publishers, editions 2010-2018.</li> <li>2. Michael Parkin, Melanie Powell, and Kent Matthews, Economics, Pearson, editions 2010-2017.</li> </ol>	
	Supplementary literature	<ol style="list-style-type: none"> <li>1. Darryl Biggar, The Fifty Most Important Papers in the Economics of Regulation, ACCC, 2011.</li> <li>2. Pete Lunn, Regulatory Policy and Behavioral Economics, OECD, 2012</li> <li>3. Brodzicki T., Ciolek D., Territorial Capital and Polish Regional Development: A Neoclassical Approach, in: Bradley J., Zaucha J., Territorial Cohesion: A Missing Link Between Economic Growth and Welfare: Lessons from the Baltic Tiger, University of Gdańsk, 2017.</li> </ol>	
	eResources addresses		

Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> <li>1. Discuss the main features of business cycles</li> <li>2. The importance of business cycles for financial analysts</li> <li>3. Discuss one phase of the business cycle and explain how it works</li> <li>4. The Great Depression and its importance for the development of the economy</li> <li>5. Discuss the variables that cause business cycle fluctuations</li> </ol>
Work placement	Not applicable

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## Subject card

Subject name and code	Psychology in Finance, PG_00178597						
Field of study	Psychology in Finance						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	1		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Corporate Finance -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dawid Szramowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	The aim of this course is to introduce the most current theoretical knowledge on the consequences of cognitive, emotional, cultural, and social factors on people's financial decisions and behavior.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[FiRL3_W04] The student has advanced knowledge and understanding of the role and place of man in financial structures and his behaviour in organisations, both at the individual, group, and institutional levels.		The student possesses basic knowledge of the role of psychology in finance and is familiar with and able to classify theories related to financial investing.		[SW4] test/egzamin - ustny lub pisemny		
	[FiRL3_U06] The student can use and integrate knowledge from management and quality sciences, as well as economics and finance, to resolve dilemmas and solve complex problems that arise in professional work in finance and accounting.		Students can adequately interpret, explain, and critically analyze social phenomena associated with symbolic meaning of money		[SU4] test/egzamin - ustny lub pisemny		

Subject contents	1. Introduction to psychology of finance 2. Fundamental theories of investment psychology 3. Investment biases and heuristics 4. Behavioral portfolio management 5. Emotions in finance 6. Social interactions in finance 7. Neuro-finance 8. Asset price bubbles 9. Behavioral corporate finance		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written test	51.0%	100.0%
Recommended reading	Basic literature	1. Nofsinger, John (2014) The Psychology of Investing, any edition, Prentice Hall ISBN: 0133382877	
	Supplementary literature	1. Klontz, Brad; Chaffin, Charles R.; Klontz, Ted (2022) Psychology of Financial Planning: The Practitioner's Guide to Money and Behavior, any edition, Wiley.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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## Subject card

Subject name and code	Law & Intellectual Rights Protection, PG_00178611						
Field of study	Law & Intellectual Rights Protection						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	1		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Corporate Finance -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dawid Szramowski				
	Teachers		dr Joanna Marszałek				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		43.0	75
Subject objectives	The objective of this course is to introduce students to the fundamental aspects of law and intellectual property law, including copyright, industrial designs, trademarks, trade secrets, and patents. Students will learn the relevant legal provisions and principles, understand the conditions for protection and infringement, and develop the ability to solve practical intellectual property issues.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[FiRL3_U05] From the perspective of finance and accounting, the student can apply legal, professional, and ethical standards in the context of management, quality sciences, economics and finance.		Identifies and explains the fundamental principles, concepts, and sources of law, including international law; applies legal, professional, and ethical standards in analyzing legal issues related to intellectual property; and evaluates legal solutions in practical scenarios involving copyrights, patents, trademarks, trade secrets, and data protection.		[SU4] test/egzamin - ustny lub pisemny		
	[FiRL3_W07] To an advanced degree, the student knows and understands the regulations and legal, organizational and ethical norms concerning protecting intellectual property relevant to finance and accounting.		The student is able to describe the basic principles and sources of law. They can identify the principles of intellectual property protection and describe the role of law in the intellectual property protection system.		[SW4] test/egzamin - ustny lub pisemny		

Subject contents	<div>1. The essence of law</div> <div>2. Basic legal concepts and institutions</div> <div>3. Sources of law</div> <div>4. Sources of international law</div> <div>5. Interpretation and application of law</div> <div>6. Introduction to intellectual property definitions, significance, types, and categories</div> <div>7. National and international organizations responsible for intellectual property protection</div> <div>8. Basics of copyright law subject matter, rights holders, moral and economic rights</div> <div>9. Related rights and the specifics of online publications</div> <div>10. Limitations of copyright and permitted use</div> <div>11. Patents conditions for protection, procedures, and practical relevance</div> <div>12. Trademarks functions, registration, and infringement</div> <div>13. Trade secrets and know-how definition, application, and protection</div> <div>14. Protection of personal rights and personal data in the context of intellectual property</div> <div>15. Practical application case analysis and solving intellectual property problems</div>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written Test	51.0%	100.0%
Recommended reading	Basic literature	<div>1. Hage, Jaap; Waltermann, Antonia; Akkermans, Bram (2018) Introduction to Law, any edition, Springer International Publishing AG.</div> <div>2. R. Raysman, Intellectual Property Licensing: Form and Analysis, Law Journal 1999-2008</div>	
	Supplementary literature	1. R. Stim, Patent, Copyright and Trademark: an Intellectual Property Desk, Nolo 2010	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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## Subject card

Subject name and code	German language 1, PG_00180205						
Field of study	German language 1						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		German German 90% Polish 10%		
Semester of study	1		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Zespół lektorów języków germańskich, romańskich i słowiańskich -> Foreign Languages Centre -> Vice-Rector for Education -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Trynkler-Zalaszevska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	Developing student's language skills: speaking, reading, writing, listening so that they reflect learner's academic, professional and personal needs, as well as job market requirements						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[FiRL3_U08] The student can speak a foreign language at the B2 level of the Common European Framework of Reference for Languages, specifically in finance and accounting.		- can prepare typical written compositions in a foreign language on topics related to his/ her field of study - can prepare oral presentations in a foreign language concerning matters related to his/her field of study - has language skills corresponding to the requirements of level B2 of the Common European Framework of Reference for Languages		[SU1] wypowiedź ustna/rozmowa/ dyskusja [SU2] prezentacja/projekt/referat/ raport [SU4] test/egzamin - ustny lub pisemny		

Subject contents	<div>1. Language and skills applicable to a specific job environment, in the context of the selected field of study, such as:<ul style="list-style-type: none"><li>• telephoning</li><li>• meetings</li><li>• teamwork and team building</li><li>• business correspondence</li><li>• presentations</li><li>• negotiations</li><li>• recruitment</li><li>• cross-cultural communication</li></ul></div> <div>1. ESP and academic language components up to 30% or less of the course contents.</div> <div>2. Revision and consolidation of grammar rules.</div> <div>3. Any doubts related to the material covered in foreign language classes will also be discussed/ clarified during teacher's office hours for students</div>		
Prerequisites and co-requisites			
Assessment methods and criteria	<div>Subject passing criteria</div> <div>Written and oral assignments, including student's self-study</div>	<div>Passing threshold</div> <div>51.0%</div>	<div>Percentage of the final grade</div> <div>100.0%</div>
Recommended reading	<div>Basic literature</div> <div>Supplementary literature</div> <div>eResources addresses</div>	<div>Grigull, Ingrid, Geschäftliche Begegnungen, Schubert, 2024</div> <div>extra materials shared by the teacher</div>	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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## Subject card

Subject name and code	English language 1, PG_00180206						
Field of study	English language 1						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	1		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Zespół lektorów języka angielskiego -> Foreign Languages Centre -> Vice-Rector for Education -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Agnieszka Błaszowska				
	Teachers		dr Weronika Krzebietke				
			mgr Monika Król				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	Developing student's language skills: speaking, reading, writing, listening so that they reflect learner's academic, professional and personal needs, as well as job market requirements.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[FiRL3_U08] The student can speak a foreign language at the B2 level of the Common European Framework of Reference for Languages, specifically in finance and accounting.		- can prepare typical written compositions in a foreign language on topics related to his/ her field of study - can prepare oral presentations in a foreign language concerning matters related to his/her field of study - has language skills corresponding to the requirements of level B2 of the Common European Framework of Reference for Languages		[SU1] wypowiedź ustna/rozmowa/ dyskusja [SU2] prezentacja/projekt/referat/ raport [SU3] opracowanie tekstowe/ praca pisemna [SU4] test/egzamin - ustny lub pisemny [SU5] realizacja zadania problemowego [SU6] demonstracja umiejętności praktycznych [SU8] obserwacja samodzielnej lub zespołowej pracy studenta		

Subject contents	I. Language and skills applicable to a specific job environment, in the context of the selected field of study, such as: <ul style="list-style-type: none"><li>• telephoning</li><li>• meetings</li><li>• teamwork and team building</li><li>• business correspondence</li><li>• presentations</li><li>• negotiations</li><li>• recruitment</li><li>• cross-cultural communication</li></ul> II. ESP and academic language components up to 30% or less of the course contents.  III. Revision and consolidation of grammar rules.		
Prerequisites and co-requisites	Suggested foreign language entry level: B1 or higher (according to CEFR)		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written and oral assignments, including student's self-study	51.0%	100.0%
Recommended reading	Basic literature	<ul style="list-style-type: none"><li>• Dubicka, Iwonna, et al. Business Partner. Pearson, 2018. (levels B1+ to C1)</li><li>• extra materials shared by the teacher, including those downloadable from <a href="http://cjo.ug.edu.pl/studenci">cjo.ug.edu.pl/studenci</a></li></ul>	
	Supplementary literature	Internet resources, such as:  - dictionaries, e.g. <a href="http://merriam-webster.com">merriam-webster.com</a> , <a href="http://dictionary.cambridge.org">dictionary.cambridge.org</a> , <a href="http://pl.bab.la">pl.bab.la</a> , <a href="http://diki.pl">diki.pl</a>  - TED, TEDed: <a href="http://ted.com">ted.com</a> , <a href="http://ed.ted.com">ed.ted.com</a>  - Coursera: <a href="http://coursera.org">coursera.org</a>  - Khan Academy: <a href="http://khanacademy.org">khanacademy.org</a>  - Web applications	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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## Subject card

Subject name and code	Spanish language 1, PG_00180207						
Field of study	Spanish language 1						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Spanish Spanish 90% Polish 10%		
Semester of study	1		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Zespół lektorów języków germańskich, romańskich i słowiańskich -> Foreign Languages Centre -> Vice-Rector for Education -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Oliwia Grzegorzczuk				
	Teachers		mgr Michał Salamon				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	Developing student's language skills: speaking, reading, writing, listening so that they reflect learner's academic, professional and personal needs, as well as job market requirements.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[FiRL3_U08] The student can speak a foreign language at the B2 level of the Common European Framework of Reference for Languages, specifically in finance and accounting.		The student is able to use a foreign language at the B2 level of the Common European Framework of Reference for Languages (CEFR) in the field of finance and accounting.		[SU1] wypowiedź ustna/rozmowa/ dyskusja [SU2] prezentacja/projekt/referat/ raport [SU3] opracowanie tekstowe/ praca pisemna [SU4] test/egzamin - ustny lub pisemny [SU5] realizacja zadania problemowego		

Subject contents	1. Language and skills applicable to a specific job environment, in the context of the selected field of study, such as: <ul style="list-style-type: none"><li>• telephoning</li><li>• meetings</li><li>• teamwork and team building</li><li>• business correspondence</li><li>• presentations</li><li>• negotiations</li><li>• recruitment</li><li>• cross-cultural communication</li></ul> 2. ESP and academic language components up to 30% or less of the course contents. 3. Revision and consolidation of grammar rules.  4. Any doubts related to the material covered in foreign language classes will also be discussed / clarified during teachers office hours for students.		
Prerequisites and co-requisites	Suggested foreign language entry level: B1 or higher (according to CEFR)		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	tests/presentations/writings	51.0%	65.0%
	home assignments	51.0%	10.0%
	active class participation	51.0%	10.0%
	attendance	51.0%	15.0%
Recommended reading	Basic literature	Tano, Marcelo Rubén, "Expertos Libro y Cuaderno digitales B2", Difusión, 2016.	
	Supplementary literature	"EMPRESA SIGLO XXI - LIBRO DEL ALUMNO" B2-C1, Edinumen, 2009.  "Nuevo Espanol en marcha" , SGEL, 2019.  Arriba, Editnos, 2018.  Aula Internacional, Difusión, 2017.  C. Romero Dueñas, Competencia gramatical en uso", Edelsa, 2015.  Extra materials shared by the teacher.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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