**Academic Year 2020/2021**

**University of Social Sciences (PL LODZ 09)**

**COURSES FOR INCOMING STUDENTS- WINTER SEMESTER**

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| **SEMESTER** | **COURSE** | **ECTS POINTS** |
| WINTERMonday-Friday | Business English (I) | 3 |
| WINTERMonday-Friday | Research Methodology  | 4 |
| WINTERMonday-Friday | Savoir-vivre in Business | 1 |
| WINTERMonday-Friday | International Business Etiquette | 4 |
| WINTERMonday-Friday | E-business  | 4 |
| WINTERMonday-Friday | Data Warehouses | 3 |
| WINTERMonday-Friday | Data Exploration Methods | 3 |
| WINTERMonday-Friday | Psychology | 2 |
| WINTERMonday-Friday | Principles of International Management | 6 |
| WINTERMonday-Friday | Quantitative Methods in Management | 5 |
| WINTERMonday-Friday | Economics | 5 |
| WINTERMonday-Friday | Principles of International Finance | 6 |
| WINTERMonday-Friday | Introduction to Accounting | 5 |
| WINTERMonday-Friday | Business communication in International Context | 3 |
| WINTERMonday-Friday | Business English (III) | 3 |
| WINTERMonday-Friday | Principles of Business Planning | 4 |
| WINTERMonday-Friday | International Business Strategy | 4 |
| WINTERMonday-Friday | Multiculturalism in Business | 3 |
| WINTERMonday-Friday | Principles of Business Information Systems | 2 |
| WINTERMonday-Friday | TNCs in International Business | 4 |
| WINTERMonday-Friday | Economic Law | 4 |
| WINTERMonday-Friday (every 2nd week) | Tourism and Hospitality Industry | 4 |
| WINTERMonday-Friday (every 2nd week) | Tourism Destination Management | 4 |
| WINTERSaturday (every 2nd week) | Economic Security Management | 3 |
| WINTERMonday-Friday(every 2nd week) | Management Concepts in International Context | 6 |
| WINTERMonday-Friday (every 2nd week) | Macroeconomics | 5 |
| WINTER Monday-Friday (every 2nd week) | Civil Law | 4 |
| WINTER Monday-Friday (every 2nd week) | Business Presentations | 3 |
| WINTER Monday-Friday(every 2nd week) | International Business Ethics | 5 |
| WINTER Monday-Friday (every 2nd week) | Employment Law | 2 |
| WINTER Monday-Friday (every 2nd week) | Public, Economic and Commercial Law | 2 |
| WINTER Monday-Friday (every 2nd week) | Business Planning | 3 |
| WINTER Monday-Friday (every 2nd week) | Global and International Business Strategy | 3 |
| WINTER Monday-Friday (every 2nd week) | Cultural Determinants of Business | 3 |

**FACULTY OF MANAGEMENT AND SECURITY STUDIES**

**COURSES FOR INCOMING STUDENTS- SPRING SEMESTER**

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| **SEMESTER** | **COURSE** | **ECTS POINTS** | **The plan of the course** |
| SUMMERMonday-Friday | Business English (II) \*continuation of I | 3 | 1. Everyday business life
2. Job interviews
3. Telephoning and getting information on the phone
4. Business presentations
5. Negotiating and Persuading
6. Ethics and CSR in business
7. Cultural factors in business
8. Business letters
 |
| SUMMERMonday-Friday | Sociology | 2 | 1. Introduction to sociology: theory and methods
2. Social interactions
3. Social groups and organizations
4. Culture, identity and socialisation
5. Social inequality and stratification
6. Social change
7. Modern and postmodern society
 |
| SUMMERMonday-Friday | Principles of Globalization | 2 | 1. Nature of globalization
2. Dimensions of globalization
3. Global financial markets
4. Global labour market
5. The role of Transnational Corporations (TNCs)

 in globalization processes1. Global crisis: reasons, results and ways to

 overcome1. Global governance
 |
| SUMMERMonday-Friday | Corporate Finance | 5 | 1. Nature of finance, real versus financial assets
2. Financial instruments
3. Financial markets
4. Financial statements analysis and forecasting
5. Time value of money
6. Bond valuation
7. Equity valuation
8. Risk, return and portfolio theory
9. Forwards, futures, swaps, options
10. Capital budgeting, risk consideration and other
 |
| SUMMERMonday-Friday | Principles of Law and Intellectual Rights Protection | 2 | 1. The concept of law
2. Functions of law
3. Sources of law
4. Types of legal norms
5. Interpretations of laws
6. Legal system
7. Constitution - concept, sources,

 characteristics and content 1. Intellectual property rights – patents,

 copyright, industrial design rights, trade  marks1. Intellectual property law
2. Creative common licenses
 |
| SUMMERMonday-Friday | Quantitative Methods in Management (II) \*continuation of I | 4 | 1. Definition and concepts of descriptive statistics
2. Presentation of data
3. Measure of central location
4. measures od dispersion
5. measures of skewness
6. Correlation - Pearson coefficient
7. Simple linear regression
 |
| SUMMERMonday-Friday | Organizational Sciences  | 4 | 1. Organizations functioning. Nature and features of organizations
2. Types of organizations
3. Legal types of organizations
4. Managing organization resources
5. Management models: outsourcing, benchmarking, reengineering
6. Organizational life cycle
7. Change and companies development
8. Organizational innovations
9. Digital organizations
10. Virtual organizations
11. Corporate social responsibility
 |
| SUMMERMonday-Friday | Business English (IV) \*continuation of I, II, III,  | 3 | 1. Everyday business life
2. Managing people
3. Team management: team building, communication and resolving conflicts
4. Managing finances
5. Corporate image management: PR, customer service, crisis communication
6. Business letters
 |
| SUMMERMonday-Friday | Cross-cultural Marketing | 4 | 1. Nature of culture, national culture and organizational culture
2. Cultural dimensions across modern nations
3. Export marketing, international marketing, cross-cultural marketing and global marketing
4. Cross-cultural marketing research
5. Impact of culture on branding
6. Cross-cultural marketing-mix. Adaptation versus standardization
7. Impact of culture on product strategy
8. Impact of culture on pricing strategy
9. Impact of culture on marketing communication
10. Impact of culture on distribution strategy
 |
| SUMMERMonday-Friday | International Trade Settlements | 4 | 1. Methods of payment in international business
2. Cash-in-Advance
3. Letters of Credit
4. Docummentary Collections
5. Drafts
6. Open account
7. Banker’s acceptance
8. Working capital financing
9. Consignment
10. Factoring and forfaiting
11. Countertrade
12. Managing the risks related to foreign trade
13. The role of financial institutions in international business
 |
| SUMMERMonday-Friday | Doing Business in Europe | 4 | 1. European Business Environment - A Single European Market
2. Setting up a business in the European Union
3. Finance and support for small business in the European Union
4. European Union competition rules
5. Employment in the European Union
6. Company Law and Corporate Governance within the European Union
7. The European Union and national activities in promoting CSR, improving environmental standards in business
8. Cross-cultural differences when doing business in Europe
9. Doing business in Europe – country examples
 |
| SUMMERMonday-Friday | Doing Business in Asia | 4 | 1. Introduction to business systems in Asia. Asian business philosophies
2. Business systems in Asia and their networks
3. Regionalism and production networks in Asia
4. Human resource management in Asia
5. Cross-cultural differences when doing business in Asia
6. Doing business in Asia – country examples
 |
| SUMMERMonday-Friday | Project Management | 3 | 1. Project definition
2. Nature of project management
3. The characteristics of a project
4. Project life cycle
5. Project management techniques
6. Project management activities
7. Team-building skills
8. The role of project manager
9. Project team management
10. Communication barriers in project management
11. The components of a project plan
12. Communications during project planning
13. Control in project management
 |
| SUMMERMonday-Friday | Human Resources Management\* | 3 | 1. Strategic human resources management and international human resources management
2. The cultural dimension of international HRM
3. The ethical dimension of human resources management
4. Corporate social responsibility – international human relations perspective
5. Motivation, commitment and employee engagement
6. Recruitment and selection process management
7. Retention issues. Employer branding
8. Learning and development
9. Talent management
10. Employee well – being (work-life balance)
 |
| SUMMERThursday-Friday (every 2nd week) | Principles of Marketing | 5 | 1. Definition of and fundamental principles of marketing
2. Developing marketing strategy via the marketing plan
3. Consumer decision making. Developing customer relationships through quality, value, and satisfaction
4. Marketing research
5. Market segmentation, targeting and positioning
6. Managing a product & retailing
7. Distribution and supply chain management
8. Marketing communication: promotion-mix, advertising & public relations
9. Pricing strategy
10. Ethics in marketing
11. Digital marketing
 |
| SUMMERThursday-Friday (every 2nd week) | Heritage and Cultural Tourism Management | 4 | 1. Tourism and culture: aspects of an uneasy relationship
2. Heritage: conceptual difficulties
3. Tangible and intangible heritage
4. The concept of significance
5. Heritage tourism, UNESCO and other key institutions
6. Heritage commodification and heritage industry
7. Heritage tourism and authenticity
8. Dissonant heritage and dark tourism
9. Culinary heritage and food tourism
10. Cultural trails
 |
| SUMMERThursday-Friday (every 2nd week) | Sustainable Tourism Management | 4 | 1. Concept of sustainability: origins and meanings
2. Climate change and tourism
3. Carbon footprint of the tourism industry
4. Tourism and local cultures
5. Overtourism and “UNESCOcide”
6. Estimating destination capacity
7. Tourism growth v/s tourism development
8. Sustainable tourism: policy, awards, certificates
9. Sustainability and other solutions - critical analysis
 |
| SUMMERThursday-Friday(every 2nd week) | Management Psychology | 3 | 1. Introduction to management psychology. Building a vocational consciousness based the theories by Levison, Schein and Holland
2. The land of individual differences – describing different types of intelligence and the Big Five dimensions of personality in their relation to job performance
3. Emotional intelligence in management
4. The main devices ensuring a “fit” between employees and the organization – selection, socialization and training
5. Stress at work – the psychological, physiological and behavioral consequences of stress. Theories and practice of stress management in organizations
6. Effective decision making in organizations. Different types of decisions and decision-making models in relation to effectiveness at work
7. Conflict resolution strategies and sources of power in organizations
8. Dealing with difficulties at work. The psychological effects of discrimination, bullying and becoming unemployed
 |
| SUMMERThursday-Friday(every 2nd week) | Strategic Management | 5 | 1. The concept of strategy – origins, evolution and contemporary understanding
2. Competitive advantage
3. Cooperation and coopetition, strategic alliances and Blue Ocean Strategy
4. Strategic analysis of macro-environment: PESTLE
5. Strategic analysis of company and micro-environment: PORTER’s FIVE FORCES, SWOT, ANSOFF, BOSTON CONSULTING MATRIX
6. Strategic analysis of resources and competences, VRIN capabilities concept
7. Integrated strategic diagnosis
8. Recognition of strategic options in the context of corporate, business and functional strategies
9. Strategy implementation and control
10. New trends and concepts of strategic management
 |
| SUMMERThursday-Friday (every 2nd week) | Process Management | 4 | 1. Nature and classification of processes in an organisations.
2. Process approach in selected theories
3. Process recognition and description, methods of managing processes
4. Managing processes in strategic management
5. Modelling and standardisation of processes according to the strategy’s objectives
6. Managing processes – other perspectives – social and organisational determinants
7. Process control and risk management
 |
| SUMMERThursday-Friday (every 2nd week) | Time Management | 3 | 1. Time management definition
2. The benefits of time management
3. The principles of time management
4. Time management styles
5. The steps for managing your time
6. The tools for time management.
7. The Eisenhower Matrix
8. Internal time management – natural body rhythms
9. Ways to avoid multitasking
10. Common time management pitfalls
11. The “golden rules” of time management
 |
| SUMMERThursday-Friday(every 2nd week) | Project Team Management\* | 3 | 1. Introduction to team management
2. Classifications of teams
3. Management styles. Managing a team – the role of a leader in the process of building the team’s identity
4. The process of creating teams: drawing up work schedules, task delegation, setting the standards and rules
5. Roles within a team – diagnosis and assessment. The role of a manager versus the role of a leader
6. Determinants of team performance
7. Mistakes in managing teams. Benefits of teams’ existence
8. Project manager - tasks, personal traits, requirements
9. Organizing a project team. Resolving conflicts. Motivating a project team and its performance/results
10. Ethics and organizational culture in team management. Multiculturalism. Cross-cultural management
11. Managing communication, time and conflicts inside the team
 |
| SUMMERThursday-Friday (every 2nd week) | Employee Competency Management\* | 4 | 1. The concept of competency-based human resources management
2. Performance management: strategy & organizational culture
3. Competency profiles
4. Sourcing employees based on competencies
5. Competency-based employee development
6. Appraisal and remuneration based on competencies
7. Sharing knowledge and codifying competencies
8. Functioning of competency-based human resources management and its perceived effectiveness
 |
| SUMMERThursday-Friday (every 2nd week) | International Business | 3 | 1. Globalization and internationalization
2. Sources of information about foreign markets and prospective partners
3. Foreign markets analysis methods
4. Foreign market entry modes
5. Cultural determinants of international business
6. International business negotiations
7. Contracts in international trade
8. Transport in international business
9. Risk in international business and methods of risk mitigation
10. Claims in international business
11. Disputes in international trade and methods of disputes resolution
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| SUMMERThursday-Friday (every 2nd week) | Economic Integration | 3 | 1. Nature of economic integration
2. Types of economic integration among countries
3. Stages of economic integration
4. Free trade area – analysis
5. Customs union – analysis
6. Common market – analysis
7. Economic union – analysis
8. Monetary union – analysis
9. Political union – analysis
10. The costs and benefits of economic integration
11. Regional economic integration in Europe -The European Union
12. Regional economic integration in Asia – ASEAN, APEC
13. Regional economic integration in America – NAFTA, MERCOSUR
14. Corporate response to advancing economic integration
 |
| SUMMERThursday-Friday(every 2nd week) | International Marketing | 3 | 1. Introduction to international marketing. Export marketing. International marketing. Global marketing. Cross-cultural marketing
2. Foreign market research
3. International marketing environment
4. International market entry strategies
5. International marketing segmentation, targeting and positioning
6. Strategic planning for global business markets
7. Product strategy and product development
8. Pricing strategy
9. Distribution strategy – supply chain management and managing distribution channels for business markets
10. Marketing communication strategy: promotion mix, advertising and public relations
11. Cross-cultural differences in international marketing
12. Ethics and social responsibility in international marketing
 |
| SUMMERThursday-Friday(every 2nd week) | Self-presentations | 1 | 1. Impression management and nature of self-presentation
2. Contemporary research on self-presentation and image
3. Self-presentations and the theories of social influence
4. Self-presentation and private self-concept
5. Common self-presentation tactics
6. Social context of self-presentation
7. The importance of audience in self-presentation
8. Self-presentation in cyberspace and social media
9. Self-presentation pitfalls
 |
| SUMMERThursday-Friday(every 2nd week) | International Settlements | 3 | 1. Methods of payment in international business
2. Cash-in-Advance.
3. Letters of Credit
4. Documentary Collections
5. Drafts
6. Open account
7. Banker’s acceptance
8. Working capital financing
9. Consignment
10. Factoring and forfaiting
11. Countertrade
12. Managing the risks related to foreign trade
13. The role of financial institutions in international business
 |
| SUMMERThursday-Friday(every 2nd week) | International Business Negotiations and Mediations | 3 | 1. Conflict theory, conflict resolution and conflict management
2. Alternative Dispute Resolution methods in international Business
3. Negotiations strategy and planning in international business
4. Strategy and tactics of distributive bargaining
5. Strategy and tactics of integrative bargaining
6. Negotiation process – negotiation phases
7. Perception, cognition and emotion in negotiation
8. Individual differences in negotiations
9. Cross cultural negotiations
10. Mediations in international business
 |
| SUMMERThursday-Friday (every 2nd week) | E-business | 3 | 1. Information based economy
2. Information society
3. Introduction to E-business
4. E-business models and frameworks
5. E-business trends and evolution
6. E-commerce
7. E-marketing
8. E-payments
9. E-stock an E-supply chain management
10. Cyber security
 |
| SUMMERThursday-Friday (every 2nd week) | Brand Management | 3 | 1. Brands: key definitions and concepts
2. Strategic brand management and building strong brands
3. Capturing consumer mind-set and brand positioning
4. Growing and sustaining brands, new products and brand extensions
5. Internationalization of brands
 |
| SUMMERThursday-Friday(every 2nd week) | Business Information Systems | 3 | 1. Strategic importance of IT as a resource: the impact of business processes and information systems on an organization
2. Acquisition of business information systems: main decisions in acquiring business information systems, roles and responsibilities, the business case, risks and risk management and ethical aspects.
3. Business information systems fundamental concepts: basic business information systems types, background, key components and properties of specific systems
4. Management aspects of business information systems: i.e. methods and approaches to business information systems implementations, managing risks and critical success factors in business information systems projects
5. Architectural aspects of IT systems: overall structure of business information systems software and its relation to organizational structure and business processes, new trends in business information systems provisioning
6. Business intelligence and business information systems
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| SUMMERThursday-Friday (every 2nd week) | Information Security Management | 3 | 1. Introduction to security of the Information Systems. Authentication and authorization. Methods of determining user's identity and protecting the system resources. Access control administration
2. Identification and authentication techniques. Biometrics: fingerprints, palm veins, retina, face scanning, voice recognition
3. Methods of infiltrating the information system. Hacker tools and techniques, social engineering, penetration testing. Network attacks and countermeasures
4. Communications and network security. Security in Internet, Intranet and Extranet.
5. Security and risk management and analysis. Measuring ROI on security, security assessment
6. Risk management. Security policies and their lifecycle. IT security evaluation
7. Security management planning. Outsourcing security. managed security service provider
8. Security in databases and data warehousing. Digital signatures in relational databases. Ensuring the database integrity
 |
| SUMMERThursday-Friday (every 2nd week) | Teleinformatics | 3 | 1. The role of the telecommunication and information exchange in the modern society. Definitions and basic concepts, types of transmission media (wired and wireless)
2. Hardware layer of the network. The overview of communication protocols
3. Local, Metropolitan and Wide Area Networks. The architecture of the Internet
4. Methods of sending voice and data through the medium. Packets and packet switching.
5. Types of public networks and methods of accessing them (dial-up, broadband, etc.)
6. Mobile telecommunication networks and standards: WiFi, Bluetooth, LTE
7. Services in provided by the telecommunication infrastructure: voice (VoIP) and data: eCommerce and mCommerce
8. Contemporary issues in teleinformatics: security, Quality of Service, network capacity, Internet of Things, Artificial Intelligence
 |
| SUMMERSaturday-Sunday(every 2nd week) | Research Methods and Strategies | 5 | 1. The nature of scientific research
2. Formulating and clarifying the research topic
3. The critical review of literature
4. Ethical standards of conducting research
5. Quantitative research methods
6. Qualitative research methods
7. Mix methods procedures
8. Writing and presenting research project report
 |
| SUMMERSaturday-Sunday(every 2nd week) | Intervention, Mediation and Negotiation | 3 | 1. Conflict theory, conflict resolution and conflict management
2. Alternative Dispute Resolution methods
3. Negotiations strategy and planning
4. Strategy and tactics of distributive bargaining
5. Strategy and tactics of integrative bargaining
6. Negotiation process – negotiation phases
7. Perception, cognition and emotion in negotiation
8. Individual differences in negotiations
9. Mediation process
10. Other third party intervention methods:

arbitration, facilitation, conciliation  |
| SUMMERSaturday-Sunday(every 2nd week) | Information Systems Analysis and Design | 5 | 1. Introduction to the information systems. Basic definitions and concepts. Analysis of business cases. System development tools and methods
2. Methodologies for the system projects development. Software tools and diagrams. Identification of entities to be represented by the diagrams
3. Modelling of the system requirements. RAD, JAD, Agile techniques. UML language and its application to the system analysis. Fact-finding approaches
4. Modelling of data and processes in the system. Data dictionaries, process description tools
5. Object modelling. Object-oriented methodologies and their implementation in UML
6. System development strategies. Analysis of costs and benefits
7. User Interface Design. Guidelines and good habits
8. Design of data structures. Databases and their components. Data normalization and standardization
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**\*This course can be delivered by the visiting teacher (i.e. 2 weeks x 5 days)**

**FACULTY OF HUMANITIES- ENGLISH PHILOLOGY**

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| **Semester** | **Course** | **Language EN/PL (individual tutoring)** | **ECTS Points** |
| WINTER | Reflections on Meaning | EN | 3 |
| WINTER | Literary Discourse Analysis | EN | 3 |
| WINTER | Introduction to Translation Studies | EN | 3 |
| WINTER | Descriptive Grammar | EN | 3 |
| WINTER | Intercultural Communication | EN | 3 |
| WINTER | History of the English Language | EN | 4 |
| WINTER | Pragmalinguistic Aspects of Advertising | EN | 3 |

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| **Semester** | **Course** | **Language** | **ECTS Points** |
| SUMMER | Introduction to Literary studies (BA) | EN | 3 |
| SUMMER | Introduction to Linguistics (BA) |  |  |
| SUMMER | History of England and the USA (BA) | EN | 3 |
| SUMMER | Descriptive grammar (BA) | EN | 4 |
| SUMMER | History of English literature (BA) | EN | 4 |
| SUMMER | History of American literaturę (BA) | EN | 3 |
| SUMMER | Speaking (BA) | EN | 4 |
| SUMMER | Practical Grammar (BA) | EN | 4 |
| SUMMER | Pronunciation (BA) | EN | 4 |
| SUMMER | Academic Writing (BA) | EN | 3 |
| SUMMER | Practical communication skills  | EN | 4 |
| SUMMER | Sociolinguistic analysis of advertising (BA) | EN | 4 |
| SUMMER | American literature of the 20th century (MA) | EN | 4 |
| SUMMER | Elements of Linguistic Pragmatics (MA) | EN | 4 |