



UNIwersytet
PEDAGOGICZNY
IM. KOMISJI EDUKACJI
NARODOWEJ W KRAKOWIE



Institute of Law, Economic and Administration

Winter semester:

Module I „Economic policy of the European Union”

Economic and institutional fundamentals of the European Union policy	20 ECTS
EU Capital Markets Law	
International Organizations and Good Governance	
Social science methodology	

Module II “Business in modern world”

Economics in practical dimension	20 ECTS
Financing business and innovation	
International accounting	
Marketing research	

summer semester:

Module I „Economic policy of the European Union”

Economic and institutional fundamentals of the European Union policy	20 ECTS
EU Capital Markets Law	
International Organizations and Good Governance	
Social science methodology	

Module II “Business in modern world”

Economics in practical dimension	20 ECTS
Financing business and innovation	
International accounting	
Marketing research	



Course card

Course title	International accounting		
Semester (winter/summer)	Winter/Summer	ECTS	5
Lecturer(s)	Dr Marta Czyżewska		
Department	Department of Entrepreneurship and Social Innovations		

Course objectives (learning outcomes)

<ol style="list-style-type: none"> 1. Introduction to the basic terminology used in the field of accounting and accounting principles and techniques 2. Developing the ability to use the tools and techniques used for the analysis of the basic economic structures. 3. Developing skills to record business transactions that take place in the enterprise. 4. Developing skills of analysis of the impact of transactions on the financial statements

Prerequisites

Knowledge	none
Skills	none
Courses completed	none

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours		7	8					

Teaching methods:



Lecture - a presentation of the content of the course in accordance with the principles of logic, it consists in transferring the knowledge, terminology used in the field of accounting related with analysis of a problem (e.g. case study, analysis of business transaction records, taking into account the transaction's impact on the financial statements) and with the discussion of the students aimed at finding solutions to a problem of practical and/or theoretical nature.

Recitation class - a form of practical activity aimed at the use of various types of practical forms of engaging the audience, such as tasks assigned to the recording of business operations related to individual business areas of the enterprise (e.g. accounting for business operations from opening balance sheet to closing balance sheet, fixed assets, costs and revenues related to business areas).

Assessment methods:

E-learning	Didactic games	Classes in schools	Field classes	Laboratory tasks	Individual project	Group project	Discussion participation	Student's presentation	Written assignment (essay)	Oral exam	Written exam	Other
		x					x				x	

Assessment criteria	Student should get min. 50% points from the written exam composed of open questions regarding theoretical aspects of accounting and tasks referring business operations recording.
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Comments	
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Course content (topic list)

1. Accounting and business environment
2. Recording business transactions
3. Measuring the business income. Adjusting process.
4. Completing the accounting cycle
5. Merchandising operations and accounting cycle in merchandising business.
6. Merchandise inventory.
7. Internal control, managing cash and making ethical judgements.

Compulsory reading

1. Accounting Charles T. Horngren, Walter T. Harrison. - 7th ed. - Upper Saddle River, N. J : Prentice-Hall, cop. 2007.
2. Accounting for managers / Anne Abraham [et al.]. - 4th ed. - London : Cengage Learning EMEA, cop. 2008.
3. www.principlesofaccounting.com



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4. Accounting I -

http://www.opentextbooks.org.hk/system/files/export/12/12841/pdf/Accounting_I_12841.pdf

Recommended reading

1. Accounting best practices Steven M. Bragg. - 5th ed. - Hoboken, N.J : John Wiley & Sons, cop. 2007.



Course card

Course title	Economics in practical dimension		
Semester (winter/summer)	Winter/Summer	ECTS	5
Lecturer(s)	Wojciech Maciejewski, PhD		
Department	Institute of Law and Economics		

Course objectives (learning outcomes)

The aim of the course is to provide a principles of economics in economic reality. The classes are intended to teach the ability to use models and economic theory in everyday life, both in the micro and macroeconomic sphere.
The aim of the course is to develop critical and analytical thinking skills. Searching for reasons and forecasting the effects of economic decisions on changes in the economy.

Prerequisites

Knowledge	Principles of economics, micro and macroeconomics.
Skills	Understanding economics indicators and ability of critical thinking
Courses completed	Economics, Microeconomics, Macroeconomics

Course organization

Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Interactive lecture, class discussion conducted by a teacher.
Group students presentations.
Decision making games, excel exercises.

Assessment methods:



	E-learning	Didactic games	Classes in schools	Field classes	Laboratory tasks	Individual project	Group project	Discussion participation	Student's presentation	Written assignment (essay)	Oral exam	Written exam	Other
		x						X	X				x

Assessment criteria	<ul style="list-style-type: none"> - class attendance, - activity in the discussion, - group presentation, - game results.
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Comments	
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Course content (topic list)

<ol style="list-style-type: none"> 1. Principles of economics, fundamental questions, scarcity in economy. 2. Financial market, stock exchange. 3. Macroeconomics indicators, measuring the effects of the economy. 4. Unemployment and efficiency of the economy. 5. Fiscal and monetary policy.
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Compulsory reading

<p>Begg D., Fischer S., Dornbusch R., (2005), Economics, McGraw-Hill Education / Europe, Middle East & Africa; 8th edition</p> <p>Prosperity Index: https://www.prosperity.com/</p> <p>International Monetary Fund: http://www.imf.org</p> <p>www.khanacademy.org</p>

Recommended reading

Raworth K., (2018), Doughnut Economics: Seven ways to Think Like a 21 st-Century Economist, Chelsea Green Publishing Company; Illustrated edition

Piketty Th., (2017), Capital in the Twenty-First Century, Harvard UP; Reprint edition

Hazlitt H., (1988), Economics in One Lesson: The Shortest and Surest Way to Understand Basic Economics, Currency; paperback edition

Course card

Course title	Financing business and innovation
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Semester (winter/summer)	Winter/Summer	ECTS	5
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Lecturer(s)	Dorota Murzyn, PhD
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Department	Institute of Law and Economics
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Course objectives (learning outcomes)

The aim of the course is to provide a basis for understanding the opportunities and tradeoffs associated with different sources of financing. The focus is on external sources of funding for innovative businesses and public policies to support them. Students develop skills needed to identify and correctly understand the opportunities offered by various sources of financing for the development of innovative ventures.

Prerequisites

Knowledge	Knowledge of the basic concepts of economics and finance.
Skills	The ability to analyze socio-economic indicators.
Courses completed	Economics.

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Interactive lecture, class discussion conducted by a teacher.
Individual students presentations.
Written assignments on selected topics.

Assessment methods:

E-learning	Didactic games	Classes in schools	Field classes	Laboratory tasks	Individual project	Group project	Discussion participation	Student's presentation	Written assignment (essay)	Oral exam	Written exam	Other
							X	X	X			

Assessment criteria	- class attendance, - activity in the discussion,
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- individual presentation,
- written assignment on a selected topic.

Comments

Course content (topic list)

1. General issues relating to the financing of enterprises. The essence of financing the company's activity. The concept of capital, its forms and sources of acquisition.
2. Sources of capital for startups and corporate ventures.
3. External sources of funding for innovative businesses and public policies to support them.
4. EU funds for business and innovation.
5. Crowdfunding.

Compulsory reading

A. Bravo-Biosca, A. P. Cusolito, J. Hill (2015), *Financing Business Innovation*, World Bank Group.

OECD (2016), *Government financing of business R&D and innovation*, OECD Science, Technology and Innovation Outlook.

Recommended reading

W. R. Kerr, R. Nanda (2014), *Financing innovation*, Harvard Business School, Working Paper 15-03



Course card

Course title	Marketing research		
Semester (winter/summer)	Winter/Summer	ECTS	5
Lecturer(s)	Iwona Lupa-Wójcik, Ph.D.		
Department	Institute of Law and Economics Department of Entrepreneurship and Social Innovations		

Course objectives (learning outcomes)

- Providing knowledge about the essence and nature of marketing research, as well as knowledge about the process of marketing research and its determinants.
- Enabling the acquisition of skills related to independent designing and conducting a marketing research, as well as processing the collected material and preparing a research report.
- Shaping market-oriented attitudes, good qualities of a "researcher" and ability to work in a team.

Prerequisites

Knowledge	Knowledge of the basic concepts of economics and marketing
Skills	The ability to analyze socio-economic indicators.
Courses completed	Economics, basics of marketing are welcome but not required.

Course organization

Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Interactive lecture, class discussion conducted by a teacher. Individual and group tasks and presentations. Written assignments on selected topics.



Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Student's presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
				x	x			x				

Assessment criteria	<ul style="list-style-type: none"> - class attendance, - activity in the discussion, - individual presentation, - execution of tasks
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Comments	
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Course content (topic list)

<p>Marketing research and market research (the concept and functions of research, the importance of research, research areas, research organization). Sources of information in marketing research Marketing research procedure (essence, stages). The use of selected methods of strategic analysis in the study of the organization's environment Designing a research brief Methods of quantitative and qualitative measurement Characteristics of basic methods and tools for collecting primary and secondary information Selection of the research sample Data analysis and report preparation</p>
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Compulsory reading

<i>Marketing Research Kit For Dummies</i> (2010) by Michael Hyman and Jeremy Sierra.
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Recommended reading

- Kotler Ph., Keller K.L., *Marketing Management*, New Jersey 2012.
- Kotler Ph., *Principles of marketing, Secon European Edition*,

[Course card](#)

Course title	Economic and institutional fundamentals of the European Union policy		
Semester (winter/summer)	Winter/Summer	ECTS	5
Lecturer(s)	dr Renata Śliwa		



Department	Economics and Economic Policy
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Course objectives (learning outcomes)

The course is designed to get students familiar with the theoretical and empirical basis of the EU policy and its institutional settings. The core of the course is to highlight the aims and values of the EU such as establishing an internal market, achieving “sustainable development based on balanced economic growth and price stability and a highly competitive market economy with full employment and social progress” in the economic policy context.

Prerequisites

Knowledge	Economics, Economic Policy, Social Policy, Institutions of the EU
Skills	Critical text analysis; Essay writing
Courses completed	Economics, Economic Policy, Social Policy, Institutions of the EU

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours	15							

Teaching methods:

Traditional lecture;
Interactive methods of presentation – discussions, text analysis, students presentations, essays

Assessment methods:

E – learning	Didactic games	Classes in schools	Field classes	Laboratory tasks	Individual project	Group project	Discussion participation	Student's presentation	Written assignment (essay)	Oral exam	Written exam	Other
							x	x	x			

Assessment criteria	Attendance Discussion and presentation Writing an essay
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Comments

Course content (topic list)

1. Dynamics of economic integration of the EU – historical, political and institutional perspective;
2. Common market / Market integration
3. Main sectors of activity (agriculture, manufacturing, energy, services, transport);
4. Monetary and fiscal policies;
5. Conditions for balanced growth: allocation (internal market and competitiveness policies), stabilization (economic and monetary union), redistribution (cohesion policies), external relations

Compulsory reading

A.M. El-Agraa, *The European Union: Economics and Policies*, Cambridge University Press, 2011.
R. Baldwin, Ch. Wyplosz, *The Economics of European Integration*, McGraw Hill Higher Education, 2012.

Recommended reading

Athanasios Orphanides, The fiscal–monetary policy mix in the euro area: challenges at the zero lower bound, *Economic Policy*, Volume 35, Issue 103, July 2020, Pages 461–517, <https://doi.org/10.1093/epolic/eiaa017>
<https://www.robert-schuman.eu/en/european-issues/0588-reforming-european-economic-policies>



Course card

Course title	EU Capital Markets Law		
Semester (winter/summer)	Winter/Summer	ECTS	5
Lecturer(s)	Ariel Mucha, Ph.D.		
Department	Department of Administration Law		

Course objectives (learning outcomes)

This course will provide an overview of the regulation and supervision of capital markets in EU. Participants will learn about:

- the role of the capital market in raising funds for entrepreneurs and making informed decision by investors;
- how should the legal rules protect investors;
- how can regulation promote the stability of capital markets to avoid financial crashes;
- regulated market (Stock Exchanges) and ATFs regulations;
- main challenges faced and the approaches adopted by regulators and supervisors.

Prerequisites

Knowledge	general knowledge of EU law, company and financial law
Skills	analytical thinking and readiness to learn
Courses completed	no prerequisites pertaining to completed courses

Course organization

Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours	15							

Teaching methods:

Regular lecture, discussion with the multimedia presentation assistance, as well as introducing socratic method based on asking and answering questions to stimulate critical thinking.



Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Student's presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E-learning
		x			x							

Assessment criteria	Activity during the lectures and the result of the oral exam (covering the content discussed in the classes).
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Comments	None
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Course content (topic list)

<ol style="list-style-type: none"> 1. Overview of EU capital market regulation and supervision 2. The European supervisory architecture (ESMA and national financial authorities), 3. MiFID II/MiFIR and financial services regulation 4. Market abuse regime: MAD/MAR 5. Market transparency, prospectus requirements 6. Regulated markets (Stock Exchanges) and ATFs regulations 7. AI, cryptocurrencies and other virtual assets
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Compulsory reading

<p>N. Moloney, EU Securities and Financial Markets Regulation, UOP 2014 N. Moloney, E. Ferran, J. Payne, The Oxford Handbook of Financial Regulation, UOP 2015</p>

Recommended reading

1. C. Pistor, Code of Capital: How the Law Creates Wealth and Inequality, Princeton University Press 2019
- D. Busch, G. Ferrarini, Regulation of the EU Financial Markets: MiFID II & MiFIR, UOP 2017**



Course card

Course title	International Organizations and Good Governance		
Semester (winter/summer)	Winter	ECTS	5
Lecturer(s)	Dr. Piotr Uhma		
Department	Institute of Law and Economics		

Course objectives (learning outcomes)

The subject of Good Governance and International Organizations aims at introducing students to the study of global good governance as an expression of the international rules that govern the functioning of international relations, whether political, economic, financial, commercial, or other, and that determine actions of certain persons, institutions or markets. These rules derive mostly from global organizations, such as the United Nations, the G20, the International Monetary Fund, etc. The importance of studying this subject is underpinned by the existence of major global risks, that require cooperation in the design of global rules meant to prevent and mitigate those risks.

The main goals of the study of the subject is for students to learn about the rules and the crisis prevention mechanisms that the world has given itself, in order to achieve greater stability in international relations and in the global economy, as well as to contribute to the development of less developed countries, the prevention of climate change, and the attainment of other goals of the global agenda.

Prerequisites

Knowledge	Basic knowledge of world history, law, politics and international economics.
Skills	No requirement
Courses completed	No requirement

Course organization

Form of classes	W (Lecture)	Group type
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	A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)
Contact hours		15				

Teaching methods:

Teaching will be based on a combination of conversatoriums with students and performance of practice work by students. Moreover, given the dynamic nature of the subject, current events and news on issues discussed in classes will be closely tracked.

Assessment methods:

E-learning	Didactic games	Classes in schools	Field classes	Laboratory tasks	Individual project	Group project	Discussion participation	Student's presentation	Written assignment (essay)	Oral exam	Written exam	Other
									X	X		

Assessment criteria	3 questions: each for 20 points. 60 points maximum. 35 points threshold to pass the exam.
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Comments	
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Course content (topic list)

PART I: What is global good governance? Goals. Principal actors. Areas subject to global governance.
 PART II: International Organizations and their role in global good governance. Description of main global organizations, their functions and the way they work.
 PART III: Global good governance rules: areas of application. International relations and legal, political and war conflicts. International Financial and trade cooperation. Development and Public Health Cooperation. Environment. Energy.
 PART IV: The future of global good governance.

Compulsory reading

International Organization and Global Governance 2nd Edition
 by Thomas G. Weiss (Editor), Rorden Wilkinson (Editor), excerpts as instructed by the lecturer.

Recommended reading:

Documents each time provided to students in the form of scans for reading.



Course card

Course title	Social science methodology		
Semester (winter/summer)	Winter/Summer	ECTS	5
Lecturer(s)	dr Elżbieta Szczygieł		
Department	Economics and Economic Policy		

Course objectives (learning outcomes)

The main aim of the course is to acquaint students with the main methods of conducting social research and to provide them with basic skills to carry out their own social research: its planning, realization and analysis of obtained results, especially in topics related to socio-economic sphere and economic phenomena.

Students learn the basic knowledge of methods and techniques of data acquisition, quantitative and qualitative analysis and mixed analysis using selected computer programs.

The aim of the course is realized by means of lectures and exercises during which students will get acquainted with the theory of social research methods and will have the opportunity to practice the implementation of research on selected examples.

During the classes students will carry out group project tasks (so-called group project).

Prerequisites

Knowledge	Knowledge of mathematics and logic, basic knowledge of economics and the functioning of society.
Skills	Ability to conduct causal analysis.
Courses completed	Basics of sociology, Microeconomics, Macroeconomics

Course organization

Form of classes	W (Lecture)	Group type					
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)
Contact hours	5		10				

Teaching methods:



1) Lecture:

- both informative and problematic (examples of social research and methods of data analysis of socio-economic phenomena),
- applied methods (depending on the nature of the analyzed issue): the administration method with multimedia presentation and elements of a conversation.

2) Exercises:

- individual work with a selected computer program (e.g. spreadsheet, statistical software - depending on the needs)
- method of posing research questions and verifying hypotheses based on analytical material,
- group preparation of a research project,
- discussion.

Assessment methods:

E – learning	Didactic games	Classes in schools	Field classes	Laboratory tasks	Individual project	Group project	Discussion participation	Student's presentation	Written assignment (essay)	Oral exam	Written exam	Other
						X	X	X				

Assessment criteria	<p>1) attendance in classes - attendance at lectures is compulsory. 3 absences are allowed (lecture / exercises), exceeding of which means lack of credit for classes [obligatory condition].</p> <p>2) group project - a complete project of the author's social research (a survey, a database of results, an analysis and interpretation of the results in the form of a report after the research) [min. 5 points, max. 10 points]</p> <p>Potential grade if the subject is completed with a grade [Scale: 5 points - "3.0", 6 points - "3.5", 7 points - "4.0", 8 points - "4.5", 9-10 points - "5.0"].</p>
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Comments	
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Course content (topic list)

<ol style="list-style-type: none"> 1) The essence and specificity of social research. 2) The process of scientific research. 3) Formulation of problems, questions, theses and research hypotheses. Research plan. 4) Literature review. Literature databases. 5) The process of research data collection. Primary and secondary sources.
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- 6) Construction of the research instrument. Construction of survey questionnaire and in-depth interview questionnaire. Types of questionnaire questions.
- 7) Verification of hypotheses in social sciences.
- 8) Methods of research results analysis.
- 9) Developing and presenting research results.
- 10) Using spreadsheets and statistical software. Processing data from an internet survey. Statistical data analysis Tabular and graphic presentation of research results.
- 11) Research report.

Compulsory reading

1. Babbie E.R., *The Practice of Social Research. 9th Edition*, Wadsworth/Thomson Learning 2009.
2. Creswell J.W., *Research design: Qualitative, Quantitative, and Mixed Methods Approaches. Third edition*, Sage Publications 2009.

Recommended reading

1. Ellis P., *The Essential Guide to Effect Sizes*, Cambridge Univ. Press 2010.
2. Tarling R., *Managing Social Research. A practical guide*, Routledge 2006.