

## DESCRIPTION OF THE COURSE OF STUDY

|                              |                     |                    |
|------------------------------|---------------------|--------------------|
| <b>Course code</b>           | 0311-4EKON-B/C9-EB4 |                    |
| <b>Name of the course in</b> | Polish              | EKONOMIA BIZNESU   |
|                              | English             | BUSINESS ECONOMICS |

### 1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

|   |  |
|---|--|
| <b>1.1. Field of study</b>                            | Economics  |
| <b>1.2. Mode of study</b>                             | Full Time / Part Time                                    |
| <b>1.3. Level of study</b>                            | I degree (Bachelor's Degree)                             |
| <b>1.4. Profile of study*</b>                         | Academic   |
| <b>1.5. Person/s preparing the course description</b> | dr Renata Jedlińska, Department of Economics and Finance |
| <b>1.6. Contact</b>                                   | renata.jedlinska@ujk.edu.pl                              |

### 2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

|                                     |   |
|-------------------------------------|---|
| <b>2.1. Language of instruction</b> | English   |
| <b>2.2. Prerequisites*</b>          | Knowledge of the basics of economics and macroeconomics |

### 3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

|                                |   |   |
|--------------------------------|---|---|
| <b>3.1. Form of classes</b>    | Lectures , classes  |   |
| <b>3.2. Place of classes</b>   | Lecture at university   |   |
| <b>3.3. Form of assessment</b> | Exam/ graded credit   |   |
| <b>3.4. Teaching methods</b>   | problem-based lecture, conversational lecture, informative lecture, exercises, discussion |   |
| <b>3.5. Bibliography</b>       | <b>Required reading</b>   | <ol style="list-style-type: none"> <li>1. Budnikowski A., <i>Ekonomia międzynarodowa</i>, PWE, Warszawa 2017.</li> <li>2. Mankiw N.G., Taylor M.P, Ashwin A., <i>Business Economics</i>, Cengage Learning EMEA 2024.</li> <li>3. Misztal P., Unconditional basic income as an instrument for reducing income inequalities, "Acta Oeconomica" 2019, no. 69(1), pp. 63-79.</li> </ol> |
|                                | <b>Further reading</b>  | <ol style="list-style-type: none"> <li>1. <i>Business Economics and Statistics</i>, Creative Media Partners, LLC 2023.</li> <li>2. Jabłoński A., Jabłoński M., <i>Modele biznesu przedsiębiorstw</i>, CeDeWu Sp. z o.o., Warszawa 2023.</li> <li>3. Canwell D., <i>Klucz do biznesu międzynarodowego</i>, Wydawnictwo Naukowe PWN, Warszawa 2018.</li> </ol>                        |

### 4. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

|   |
|---|
| <p><b>4.1. Course objectives (including form of classes)</b></p> <p>Lecture:</p> <p>Knowledge – acquiring knowledge of the theory and practice of the development of contemporary economic interconnections and the shaping of the situation in the modern economy.<br/> Skills – acquiring the ability to correctly interpret the causes and effects of changes occurring in the modern economy.<br/> Social competences – having an awareness of the need to continuously improve, supplement, and expand existing knowledge, and the ability to independently express one's own views and formulate opinions.</p> <p>Classes:</p> <p>Knowledge – acquiring knowledge of the principles of conducting business in Poland.<br/> Skills – acquiring the ability to correctly interpret and explain the basic interdependencies existing between open economies.<br/> Social competences – having the ability to independently express one's own views and formulate opinions.</p> |
| <p><b>4.2. Detailed syllabus (including form of classes)</b></p> <p>Lecture:</p> <ol style="list-style-type: none"> <li>1. Local currencies in Poland and selected European Union countries.</li> <li>2. Cryptocurrencies and their importance for the development of the 21st-century economy (selected examples).</li> <li>3. The national economy and the global economy in the form of we-economy and me-economy.</li> <li>4. Modern trends and business models in the 21st-century global economy.</li> </ol>  |

|  |
|--|
| 5.<br>Globalization 1.0 – 4.0.   |
| 6.<br>“Forces flattening the world” in the light of selected economic theories.            |
| 7.<br>Outsourcing, offshoring, and network orchestration in modern 21st-century economies. |
| Classes:   |
| 1.<br>Economic thinking.   |
| 2.<br>The managerial decision-making process.  |
| 3.<br>The market and its impact on managerial decisions.                                   |
| 4.<br>The decision optimization process.   |
| 5.<br>Enterprise profit optimization.  |
| 6.<br>The role of market structure in managerial decisions.                                |
| 7.<br>Principles and forms of doing business in selected EU member states.                 |

#### 4.3 Intended learning outcomes

| Code  | A student, who passed the course  | Relation to learning outcomes |
|---|---|-------------------------------|
| within the scope of <b>KNOWLEDGE:</b>         |   |                               |
| W01   | has knowledge of humans as entities that create economic and public organizations. Knows and understands the sociological conditions for conducting business activities.  | EKON1A_W03                    |
| W02   | has knowledge of quantitative and qualitative methods used in economics   | EKON1A_W04                    |
| W03   | has advanced knowledge of the processes of change in economic entities and public institutions, as well as the causes, course, scale, and consequences of these changes. Knows and understands the dilemmas of contemporary civilization. | EKON1A_W06                    |
| within the scope of <b>ABILITIES:</b>         |   |                               |
| ...U01  | has the ability to interpret economic phenomena based on the social sciences, with particular emphasis on the disciplines of economics and finance. Can independently acquire knowledge   | EKON1A_U01                    |
| U02   | is able to use theoretical knowledge from the field of social sciences to analyse specific economic and social processes and phenomena  | EKON1A_U02                    |
| U03   | is able to properly analyze the causes and course of specific economic processes and phenomena, as well as indicate the role of market environment institutions in supporting economic development  | EKON1A_U03                    |
| within the scope of <b>SOCIAL COMPETENCE:</b> |   |                               |
| ...K01  | is able to supplement and improve acquired knowledge and skills as an economist. Understands the need for continuous learning.  | EKON1A_K01                    |
| K02   | Able to appropriately set priorities to achieve goals set by oneself or others. Demonstrates the ability to work in a team, assuming various roles.   | EKON1A_K02                    |
| K03   | correctly identifies and resolves ethical dilemmas related to the profession of an economist  | EKON1A_K03                    |

#### 4.4. Methods of assessment of the intended learning outcomes

| Teaching outcomes<br>(code) | Method of assessment (+/-) |   |     |                 |   |     |                 |   |     |                  |   |     |                 |   |     |                 |   |     |   |   |     |   |   |     |
|-----------------------------|----------------------------|---|-----|-----------------|---|-----|-----------------|---|-----|------------------|---|-----|-----------------|---|-----|-----------------|---|-----|---|---|-----|---|---|-----|
|                             | Exam oral/written*         |   |     | Test*           |   |     | Project*        |   |     | Effort in class* |   |     | Self-study*     |   |     | Group work*     |   |     | Others* e.g. standardized test used in e-learning |   |     |   |   |     |
|                             | Form of classes            |   |     | Form of classes |   |     | Form of classes |   |     | Form of classes  |   |     | Form of classes |   |     | Form of classes |   |     | Form of classes                                   |   |     |   |   |     |
|                             | L                          | C | ... | L               | C | ... | L               | C | ... | L                | C | ... | L               | C | ... | L               | C | ... | L   | C | ... | L | C | ... |
| ...W01-W03                  | +                          |   |     |                 | + |     |                 |   |     |                  |   |     |                 |   |     |                 |   |     |   |   |     |   |   |     |
| ...U01-U03                  | +                          |   |     |                 | + |     |                 |   |     |                  |   |     |                 |   |     |                 |   |     |   |   |     |   |   |     |
| ...K01-K03                  |                            |   |     |                 | + |     |                 |   |     |                  |   |     |                 |   |     |                 |   |     |   |   |     |   |   |     |

\*delete as appropriate

| 4.5. Criteria of assessment of the intended learning outcomes |       |   |
|---|-------|---|
| Form of classes   | Grade | Criterion of assessment   |
| lecture (L)   | 3     | The student mastered the material at a satisfactory/basic level and obtained more than 51% positive answers |
|   | 3,5   | The student mastered the material to a satisfactory level, obtaining over 60% positive answers.             |
|   | 4     | The student mastered the material to a good degree and obtained more than 70% positive answers              |
|   | 4,5   | The student mastered the material to an above-average degree and obtained over 80% positive answers.        |
|   | 5     | The student mastered the material to a good degree and obtained over 90% positive answers                   |
| classes (C)*  | 3     | The student obtained more than 51% positive answers in the exam   |
|   | 3,5   | The student obtained more than 60% positive answers in the exam   |
|   | 4     | The student obtained more than 70% positive answers in the exam   |
|   | 4,5   | The student obtained more than 80% positive answers in the exam   |
|   | 5     | The student obtained more than 90% positive answers in the exam   |

#### 5. BALANCE OF ECTS CREDITS – STUDENT'S WORK INPUT

| Category  | Student's workload |                    |
|---|--------------------|--------------------|
|   | Full-time studies  | Extramural studies |
| <b>NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/</b> | <b>45</b>          | <b>20</b>          |
| <i>Participation in lectures*</i>   | 30                 | 10                 |
| <i>Participation in classes, seminars, laboratories*</i>                            | 15                 | 10                 |
| <i>Preparation in the exam/ final test*</i>   |                    |                    |
| <i>Others (please specify e.g. e-learning)*</i>                                     |                    |                    |
| <b>INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/</b>                           | <b>30</b>          | <b>55</b>          |
| <i>Preparation for the lecture*</i>   | 20                 | 20                 |
| <i>Preparation for the classes, seminars, laboratories*</i>                         | 5                  | 20                 |
| <i>Preparation for the exam/test*</i>   | 5                  | 15                 |
| <i>Gathering materials for the project/Internet query*</i>                          |                    |                    |
| <i>Preparation of multimedia presentation</i>                                       |                    |                    |
| <i>Others *</i>   |                    |                    |
| <b>TOTAL NUMBER OF HOURS</b>  | <b>75</b>          | <b>75</b>          |
| ECTS credits for the course of study  | <b>3</b>           | <b>3</b>           |

*\*delete as appropriate*

*Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)*

.....