# Econometrics of financial markets

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<tr>
<th>ECTS Points*</th>
<th>Hours Lectures:</th>
<th>Year: 2016/2017</th>
<th>Semester: summer</th>
<th>Status*</th>
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<td>wdw</td>
<td>English</td>
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**Lecture Teacher:** Sabina Nowak, Ph.D.  
**E-mail:** sabina.nowak@ug.edu.pl

**Content/ Course Description:**  

**Bibliography:**  

**Grading:** Written report discussed with the lecturer, oral presentation, class participation.
### Green Business

<table>
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</table>

**Lecture Teacher:** Malgorzata Szymanska-Bralkowska, Ph.D.

**E-mail:** m.bralkowska@ug.edu.pl

**Course Website:** [https://mdl.ug.edu.pl/course/view.php?id=2892](https://mdl.ug.edu.pl/course/view.php?id=2892)

**Content/ Course Description:**
1. Introduction to green business.
2. Understanding global environmental issues and its impact on world economy.
5. Green Manufacturing - Lean and Green approach.
6. Organic food and farming.
7. CSR – company social responsibility on environmental matter – case studies.
8. Summary – discussion on green business, environmental management and environmental initiatives in different countries.

**Bibliography:**

**Grading**
Exam/project based on case study
Innovation Management

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**Lecture Teacher:** Elżbieta Wojnicka-Sycz, Associate Professor
**E-mail:** elzbieta.wojnicka-sycz@ug.edu.pl

**Content/ Course Description:**

The aim of the course is to make students familiar with the definitions and concepts concerning innovation process, the role of innovations in firms’ competitiveness and overall economic growth as well as the specific issues connected with management of innovation processes. Innovation issues become more and more important both in modern firms’ development and economic policy. The course will enhance students’ understanding of innovation processes and prepare them to manage it in private and/or public sector.

1. Innovation – basic concepts and definitions: types of innovations, sources of innovation, types of innovation expenditures
2. The concept of innovation system, innovation theory and models
3. Innovation as the source of firms’, regions’ and nations’ competitiveness – empirical evidence
4. Clusters as forms of firms’ co-opetition boosting innovation, specific features of innovation processes in branches of different technology levels
5. Innovation infrastructure and policy – science and technology parks, technology incubators, technology transfer centers, seed/venture capital funds, regional innovation strategies, patents and intellectual property rights, 7th Framework program of The EU and other innovation grants
6. Innovation strategy for firms: market analysis, determinants of the strategy, technology prognosis’ methods
7. Management of an innovation project: planning of the project, structure of the project team, role of the project manager, communication with the rest of the organization, parallel development
8. New trends in innovation: open innovation, design thinking,
market driven innovation, ecoinnovations, innovations in services

**Bibliography:**

6. Wojnicka E. The First Overview of Clusters in Poland, Argumenta Oeconomica, No 1-2 2003
7. Wojnicka E. “Interactions in innovation process as a factor of innovativeness and efficiency of enterprises – analysis basing on the Polish innovation system.” Paper presented during 3rd annual conference of European Economics and Finance Society "World Economy and European Integration" University of Gdańsk, 15.05.2004,
11. Europe Innova portal http://www.europe-innova.eu/

**Grading:**

**Class participation/ homework:** Students will prepare an essay on selected problems connected with innovation process.
# Integrated product development

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<thead>
<tr>
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**Lecture Teacher:** Sylwia Badowska, Ph.D.  
**E-mail:** sylwia.badowska@ug.edu.pl

## Content/ Course Description:

**Introduction to the lecture - 1 h**  
**Lecture - 6h**
- Definition of new product development  
- Strategy of new product development  
- Generating and screening ideas for new products  
- New product concept development and screening  
- Business analysis of new products  
- New product prototypes and market testing  
- Launching and commercialising new products  
**Workshop and tutorial – 6 h**  
**Assignment - 2 h**

## Bibliography:
- Ph. Kotler, G. Amstrong, Principles of Marketing (15th Edition),  
- Ph. Kotler, K. Keller, Marketing Management (14 th edition)  
- Ph. Kotler, H. Kartajaya, I. Setiawan, Marketing 3.0: From Products to Customers to the Human Spirit  
- W. Chan Kim, R. Mauborgne, Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant  
- A. Ries, J.Trout, Positioning

## Grading:
- Assignment: test and project report  
- Passing by receiving at least 50% of points
## Introduction to Linux

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**Lecture Teacher:** Jacek Maślankowski, Ph.D.  
**E-mail:** jacek.maslankowski@ug.edu.pl

### Content/ Course Description:
1. Security in Linux filesystem  
2. System backup, working with users and groups  
3. Configuration of network services and servers  
4. IP Tables – firewall in Linux  
5. Virtual Private Networks  
6. Diagnostic and monitoring tools  
7. Linux management

### Bibliography:
- Documentation of Linux Debian systems  
  https://www.debian.org/doc

### Grading
Exercise (up to 20 minutes) based on the practical examples from lectures
### Management and Leadership

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**Lecture Teacher:** Michał Kuciapski, Ph.D.  
**E-mail:** m.kuciapski@ug.edu.pl

**Course aim:**  
Learn how to apply leadership and management methods to achieve or obtain planned business results.

**Course topics:**
1. Principles and Task of Leadership  
2. Management of Motivation and Creativity  
3. Conflict Management  
4. Management of Teamwork  

**Course realization:**  
Study of multimedia e-learning material.  
Realization of case studies of real world situations connected to taking leadership decisions to solve management problems and challenges.

**Detailed course program:**

1. Principles and Tasks of Leadership:
   1.1. Who is a Leader or Manager?  
   1.2. Managers as Reflected in Personnel Advertisements  
   1.3. Basic Principles and Functions of Management and Leadership  
   1.3.1. “Management by” - Principles  
   1.3.2. Two Comprehensive Principles for Leadership  
   1.3.3. Principles by Henry Fayol  
   1.3.4. The Principles of Effective Management  
   1.3.5. Tasks and Functions of Management  
   1.3.6. Seven Experiences  
   1.3.7. Success and Morale  
   1.3.8. Management Objectives  
   1.3.9. Authenticity  

2. Management of Motivation and Creativity:
   2.1. What Creativity is and Who Creative People are  
   2.2. Management of Motivation  
   2.3. Motivation and Creativity in Organisations  
   2.4. Fear and Anxiety  
   2.5. Desire for Performance  
   2.6. Methods to Support Solving Problems - Creativity
<table>
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<tr>
<th>Methods</th>
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<tr>
<td>3. Conflict Management</td>
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<tr>
<td>3.1. Analysis of Conflicts</td>
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<td>3.2. Solutions to Conflicts</td>
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<tr>
<td>3.3. Kinds of Conflicts</td>
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<tr>
<td>4. Management of Teamwork:</td>
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<tr>
<td>4.1. What is a team?</td>
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<td>4.2. Division of Labor in a Team</td>
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<td>4.3. Team Roles</td>
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<td>4.4. Kinds of Teams</td>
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<td>4.5. Leadership in Teams</td>
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<td>4.6. Group Decisions</td>
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**Bibliography:**
- E-learning course available in cooperation with Luebeck University of Applied Science

**Grading**
- Exam – 75%
- Resolving case studies – 25%
# Mergers and Acquisitions

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**Lecture Teacher:** Angelika Kędzierska-Szczepeanik, Ph.D.  
**E-mail:** a.szczepaniak@ug.edu.pl

**Content/ Course Description:**
1. The development and the history of M&A - merger waves,
2. Types of M&A,
3. Forms of takeovers (friendly and hostile takeovers, horizontal, vertical, concentric and conglomerate integration, leveraged buy-out (LBO), defensive and aggressive takeovers, strategic and bargain),
4. Reasons of M&A for buyers and sellers,
5. The structure of the corporate control market (companies, holdings, managers’ groups, venture capital, investments funds, banking sector),
6. International and national takeovers,
7. Examples of spectacular M&A.

**Bibliography:**
- J. C. Hooke: M&A. A Practical Guide to Doing the Deal; John Wiley & Sons, 1999;

**Grading**
- Assignment: activity during classes, test or project report
- Passing by receiving at least 50% of points
### Sources Of Finance for Companies

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**Lecture Teacher:** Angelika Kędzierska-Szczeńiak, Ph.D.  
**E-mail:** a.szczepaniak@ug.edu.pl

**Content/ Course Description:**

1. Forms of capital (stocks, credits, bonds, commercial papers, joint ventures; leasing, factoring, mezzanine capital, venture capital, business angels etc.);
2. Crowdfunding - support or obstacle;
3. Cost of capital;
4. Capital available on the Polish market;
5. Optimal structure of capital;
6. Factors of risk;
7. Managing risk

**Bibliography:**


**Grading**

- Assignment: activity during classes, test or project report
- Passing by receiving at least 50% of points
### Basics of Accounting

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**Lecture Teacher:** Jaroslaw Kujawski, Ph.D.  
**E-mail:** jaroslaw.kujawski@ug.edu.pl

**Content/ Course Description:**  
1. Functions of book-keeping vs. accounting,  
2. Working of different types of posting accounts: nominal accounts, sub-ledger accounts, contra-asset accounts, control accounts,  
3. Asset, liabilities, capital, revenue, and expense accounts,  
4. Basic accounting equation,  
5. Working of general ledger, auxiliary ledgers, double-entry book-keeping, trial balance,  
6. Working of opening and closing balances of accounts,  
7. Main captions of balance sheet: non-current assets, current assets, capital, long-term debt, short-term liabilities, as well as tangible and intangible assets, inventories, AR, share capital, retained earnings, AP,  
8. Classifying assets and liabilities and explaining problems of proper valuation,  
9. Recording and interpreting basic business transactions: sale, purchase, processing, investing, cash,  
10. Identifying main captions of P&L: revenues, operational expenses, gross profit (gross margin), financial items, gains and losses, net profit, and retained profit.

**Bibliography:**  
Lecture materials

**Grading:** A short example on 10 transactions recorded in accordance to the double-entry rule in general ledger and sub-ledgers with necessary trial balances prepared by 2-person groups in spreadsheet and sent to evaluation.
Financial Planning and Analysis

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Lecture Teacher: Beata Kotowska, MsC
E-mail: beata.kotowska@ug.edu.pl

Content/ Course Description:
1. Financial statements of company - parts, content, schedule.
3. Financial Planning - the essence and the concept of financial planning; stages; the hierarchy of plans.
4. Short-term financial planning in the company - working capital management:
   - inventory – costs, control systems, methods,
   - receivables – credit policy, monitoring, cash discounts
   - cash – budget, techniques of management, methods.

Bibliography:

Grading:
- Test 40%
- Presentation 30%
- Activity on lessons 30%
Financial economics is a highly empirical discipline, perhaps the most empirical among the branches of economics and even among the social sciences in general. This should come as no surprise, for financial markets are not mere figments of theoretical abstraction; they thrive in practice and play a crucial role in the stability and growth of the global economy. Therefore, although some aspects of the academic finance literature may seem abstract at first, there is a practical relevance demanded of financial models that is often waived for the models of other comparable disciplines.¹ Despite t