## Institute of Law, Administration and Economics

### Winter or Summer semester:

#### Department of Local Government and Management Module:

<table>
<thead>
<tr>
<th>Module</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>Regional and Local Administration in Europe</td>
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<tr>
<td>Management in Regional Development</td>
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<td>Regional Policy</td>
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#### Department of Administration and Public Policies Module:

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<tr>
<td>Contemporary Problems of Intellectual Property Law</td>
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<tr>
<td>European Company Law</td>
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<tr>
<td>Law and Politics in Modern Middle East – selected case studies</td>
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#### Department of Economics and Economic Policy Module:

<table>
<thead>
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<th>Module</th>
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<tbody>
<tr>
<td>Economic, legal and institutional foundations of the EU</td>
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<tr>
<td>Energy and climate policy of the EU</td>
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<tr>
<td>EU budget and funds</td>
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</table>
# Course title

**Economic, legal and institutional foundations of the EU**

## Semester (winter/summer)

<table>
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<th>Winter/Summer</th>
<th>ECTS</th>
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</table>

## Lecturer(s)

| Renata Śliwa |

## Department

| Department of Economics and Economic Policy |
| Institute of Law, Administration and Economics |

## Course objectives (learning outcomes)

The acquaintance of the theoretical basis of the evolution of the European Union (EU). The acquirement of knowledge on origins of the EU, its enlargements, and the development of the economic integration. Expanded skills to analyze, and measure the effects of economic integration, with the particular emphasis on recent enlargements. Fostered competences to group work and the long-life learning.

## Prerequisites

### Knowledge

- on the basis of economic development

### Skills

- of analyzing the basic statistical data

## Courses completed

- economics
- political science
- economic and social policy
- international economics

## Course organization

### Form of classes

<table>
<thead>
<tr>
<th>W (Lecture)</th>
<th>A (large group)</th>
<th>K (small group)</th>
<th>L (Lab)</th>
<th>S (Seminar)</th>
<th>P (Project)</th>
<th>E (Exam)</th>
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</tbody>
</table>

### Contact hours

- 5

### Teaching methods:

- Heuristic methods and techniques
- Group works
- Presentation methods
Assessment methods:

<table>
<thead>
<tr>
<th>Assessment methods</th>
<th>E-learning</th>
<th>Didactic games</th>
<th>Classes in schools</th>
<th>Field classes</th>
<th>Laboratory tasks</th>
<th>Individual project</th>
<th>Group project</th>
<th>Discussion participation</th>
<th>Presentation</th>
<th>Student’s presentation</th>
<th>Written assignment (essay)</th>
<th>Written exam</th>
<th>Oral exam</th>
<th>Written exam</th>
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Assessment criteria

Assessing activity in discussions: three active participation in discussion
Group project: one written project
Presenting the problem in front of the whole group: one presentation

Comments

Course content (topic list)

1. The evolution of economic integration of Europe – historical perspective
2. The institutional fundamentals of the economic integration of the EU
3. The theory of economic integration
4. Measuring the economic impact of the European integration
5. The economics of the single market
6. The theory of monetary integration
7. The development of the EU economic and monetary integration

Compulsory reading


Recommended reading

Larry Neal, The Economics of Europe and the European Union, CUP, 1997
Economic Survey of the European Union by OECD
Course card

<table>
<thead>
<tr>
<th>Course title</th>
<th>Energy and climate policy of the European Union</th>
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<tbody>
<tr>
<td>Semester (winter/summer)</td>
<td>Winter/summer</td>
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<td>ECTS</td>
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<tr>
<td>Lecturer(s)</td>
<td>Dr Paulina Szyja</td>
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<tr>
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<td>Department of Economics and Economic Policy</td>
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<td></td>
<td>Institute of Law, Administration and Economics</td>
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</table>

Course objectives (learning outcomes)

The aim of the course is to present the issue of actions taken at the level of the European Union's response to the progressive development of climate change and related energy conditions. Taken consider addressing the issues of both theoretical origins and manifestations of activity in the field of business processes to reduce detrimental effects on the environment. Programming system takes into account the issue of climate change, ie. adopted strategies, plans and objectives relating to the reduction of emission of greenhouse gases (especially carbon dioxide), sources of financing, cooperation between Member States. At the same time brought closer to issues concerning the development of European energy policy in the context of the climate challenge. In this area, the course participants will be acquainted with key regulations adopted in the European Union, the functioning of the European Emissions Trading Scheme, projects the creation of a common energy market. It will be also presented the impact of energy and climate policy on society, the environment and the economy.

Prerequisites

Knowledge

Knowledge of: the origin of shaping energy and climate policy of the European Union, functioning of the European Emissions Trading Scheme, the challenges of creating a Community energy market, the challenges of shaping the EU's energy security, basic strategic documents, regulations and concepts of energy and climate policy, familiarity with the financing of projects related to the creation of a low carbon economy in the EU and issues ecological construction, ecological vehicles ecolabelling.

Skills

Ability to identify key issues shaping the energy and climate policy of the European Union, identify and explain the planning documents in the field of basic regulations for the European Union to adapt to the challenges of climate change, clarify issues related to the specifics of the Community energy market and shaping the EU's energy security, familiarity with the European Emissions Trading Scheme.

Courses completed

Orientation in the field of economic transformation of the European Union, aimed at meeting the challenges of energy and climate. Critical analysis, taking into account social, economic and environmental importance of EU action to combat climate change. The ability to explain key concepts related to the new directions consumption and production activities in the EU, to take action to promote innovative, environmentally and consumer business ventures based on assumptions climate and energy package of the EU.
### Course organization

<table>
<thead>
<tr>
<th>Form of classes</th>
<th>Group type</th>
<th>Contact hours</th>
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</table>

#### Teaching methods:

Elements of lecture and training course based on discourse, multimedia presentations, case studies and group work techniques.

#### Assessment methods:

<table>
<thead>
<tr>
<th>Teaching</th>
<th>Didactic games</th>
<th>Classes in schools</th>
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#### Assessment criteria

Written exam

#### Comments

Course content (topic list)

1. The role of the sustainable development in the activities of the European Union
2. The international debate in the fight against climate change progressing
3. Issues shaping the energy and climate security in the development strategies of the European Union
4. Climate and Energy Package EU
5. Origin and outline concepts of EU climate policy
6. The EU strategy on adaptation to climate change
7. Methods of reducing the impact of anthropogenic factor climate change on the example of the functioning of the European Emissions Trading Scheme
8. Sources of financing projects in the field of climate policy
9. Cooperation of Member States to reduce the impact of climate change
10. The challenges of energy security
11. The European energy strategy
12. Create the EU energy market
13. The role of renewable energy sources in EU energy policy
14. Developing practices for energy efficiency on the example of the construction sector
15. The structural changes associated with the creation of a green economy in the European Union
Compulsory reading

*Adaptation to climate change impacts on human, animal and plant health*, European Commission, Brussels 2013.


DIRECTIVE 2010/30/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 19 May 2010 on the indication by labelling and standard product information of the consumption of energy and other resources by energy-related products.


Recommended Reading

A. Graczyk, A. M. Graczyk: *Wprowadzenie mechanizmów rynkowych w ochronie środowiska*, PWE, Warszawa 2011;
P. Jeżowski (red.): *Ekonomiczne problemy ochrony środowiska i rozwoju zrównoważonego w XXI wieku*. SGH, Warszawa 2007;
M. Kudelko, W. Suwała, J. Kamiński, P. Kaszyński: *Energy and environmental indicators as a source of information for decision makers*. [w:] “Ekonomia i Środowisko”, nr 50, 2014, s. 46-60
A. Leszczyńska: *Partnerstwo w projektach klimatycznych jako instrument rozwoju zrównoważonego*. [w:] „Ekonomia Środowisko”, nr 46, 2013, s. 61-70.
B. Ryszawska: *Zielona gospodarka – teoretyczne podstawy koncepcji i pomiar jej wdrażania w Unii Europejskiej*. Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2013;
M. Zakrzewska, R. Nogaj: *Polityka w zakresie środowiska Unii Europejskiej i Polski w świetle koncepcji zrównoważonego rozwoju*. [w:]”Ekonomia i Środowisko”, nr 50, 2014, s. 72-81.
## Course card

<table>
<thead>
<tr>
<th>Course title</th>
<th>European Union budget and funds</th>
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<tr>
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<tr>
<td>Lecturer(s)</td>
<td>Dorota Murzyn, PhD</td>
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<tr>
<td>Department</td>
<td>Institute of Law, Administration and Economics</td>
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</table>

### Course objectives (learning outcomes)

The aim of the course is to familiarize students with issues related to the EU budget and EU financial support instruments in the framework of Community policies and programmes that are available for different beneficiaries. Students acquire knowledge to self-identify desired support within European financial instrument, and can associate financial instruments with the Community policies.

### Prerequisites

**Knowledge**

Knowledge of the basic concepts of economics and public finance. General knowledge of European integration, Community law, EU decision making process.

**Skills**

The ability to analyze socio-economic indicators.

**Courses completed**

International economics, European integration.

### Course organization

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<tr>
<td>Contact hours</td>
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### Teaching methods:

Didactic games (including "brainstorming"), discussion. Individual presentation in PowerPoint of the use of EU funds in the country of origin. Written assignment on a selected topic.
### Assessment methods:

<table>
<thead>
<tr>
<th></th>
<th>E – learning</th>
<th>Didactic games</th>
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<th>Field classes</th>
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### Comments

**Course content (topic list)**

1. Financial instruments as part of the institutional construction of the European Communities. Funding and budget policy of the European Union.
2. EU Structural Funds and the Cohesion Fund as Community development instruments.
3. EU agricultural funds. The common agricultural policy versus common rural development policy.
4. Community programs aimed at promoting the sphere of research and development, improving competitiveness.
5. Possibilities of financing by the European Union within the area of citizenship, justice, freedom and security.
6. Funding and programs for the countries outside the EU as a result of EU external policies.
7. European funds for young people.

### Compulsory reading


### Recommended reading

2011.


Websites of institutions implementing the EU funds in countries of origin.
Course card

Course title | International accounting

Semester (winter/summer) | Winter/summer | ECTS | 5

Lecturer(s) | Dr Marta Czyżewska

Department | Department of Economics and Economic Policy Institute of Law, Administration and Economics

Course objectives (learning outcomes)

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

<table>
<thead>
<tr>
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<tr>
<td>Contact hours</td>
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Teaching methods:

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). Some elements of lecture introduced to present the accounting principles, concepts and rules, as well and the discussion aimed at finding solutions to a problem of practical and/or theoretical nature.

Project - preparation of the simulation of the newly established company, consisting in the development of:
business characteristics, chart of accounts, opening balance, the records of about 15-20 economic transactions in the first period of operation of the economic entity, together with the preparation of a complete set of financial statements.

Assessment methods:

<table>
<thead>
<tr>
<th>Assessment method</th>
<th>E-learning</th>
<th>Didactic games</th>
<th>Classes in schools</th>
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<td>Discussion participation</td>
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<tr>
<td>Oral exam</td>
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<td>Written exam</td>
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</tbody>
</table>

Assessment criteria: Student should prepare the project according to the instructions given by the lecturer and pass the exam from the theory reaching min. 50% of the threshold.

Comments

Course content (topic list)

1. Accounting and business environment
3. Recording business transactions: General Ledger, General Journal, Double-entry system
5. Adjusting process: Prepaid expenses, Depreciation, Accrued revenues and expenses.
6. Completing the accounting cycle

Compulsory reading

3. www.principlesofaccounting.com

Recommended reading

# Course Card

**Course title**

Contemporary Problems of Intellectual Property Law

**Semester**

Winter/Summer

**ECTS**

5

**Lecturer(s)**

Dr Maria Rożnowska

**Department**

Department of Administration & Public Policies

**Course objectives (learning outcomes)**

The course covers contemporary problems of intellectual property law.

**Prerequisites**

Knowledge

Student knows the basics of intellectual property protection and an appropriate English legal vocabulary. Student understands the most important legal issues involved with intellectual property protection.

Skills

Student is aware of the importance of intellectual property protection.

**Course organization**

<table>
<thead>
<tr>
<th>Form of classes</th>
<th>Group type</th>
</tr>
</thead>
<tbody>
<tr>
<td>W (Lecture)</td>
<td>A (large group)</td>
</tr>
<tr>
<td>Contact hours</td>
<td>15</td>
</tr>
</tbody>
</table>

**Teaching methods:**

Lecture with elements of discussion and case studies. Presentations of students’ individual projects.

**Assessment methods:**

<table>
<thead>
<tr>
<th>E – learning</th>
<th>Didactic games</th>
<th>Classes in schools</th>
<th>Field classes</th>
<th>Laboratory tasks</th>
<th>Individual project</th>
<th>Group project</th>
<th>Discussion participation</th>
<th>Presentation</th>
<th>Written assignment</th>
<th>Written exam</th>
<th>Oral exam</th>
<th>Written</th>
<th>Other</th>
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<td>X</td>
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</tbody>
</table>
Assessment criteria
Continuous assessment basing on the participation in discussion and presentations of students' individual projects.

Comments

Course content (topic list)

I. Presentation of the concept of intellectual property.
   General characteristics of intellectual property rights.

II. Copyright basics.
   The subject matter of copyright protection. Scope of protection - economic and moral rights. Copyright limitations and exceptions. The idea – expression dichotomy. Orphan works.
   Legal problems with deep linking. Legal issues with fair use, inter alia on Internet.

III. Trademarks and designs basics.
   Definition of a trademark. Definition of a design. Protection requirements. Scope of protection. Non-conventional trademarks such as colours, shapes, sounds, smells, tastes and textures. Trademark fair use.

Compulsory reading


Recommended reading
# Course card

<table>
<thead>
<tr>
<th>Course title</th>
<th><strong>European company law</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester (winter/summer)</td>
<td>Winter/Summer</td>
</tr>
<tr>
<td>ECTS</td>
<td>5</td>
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<tr>
<td>Lecturer(s)</td>
<td>Marcin Mazgaj, Ph.D.</td>
</tr>
<tr>
<td>Department</td>
<td>Department of Administration &amp; Public Policies</td>
</tr>
</tbody>
</table>

## Course objectives (learning outcomes)

The course is aimed at introducing the main rules of European harmonization programme with respect to company law. The students will get acquainted with:
- legal mechanisms regulated under EU company law;
- practice and theory of interpretation and application of EU company law;
- general issues with respect to corporate mobility.

## Prerequisites

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>general knowledge of EU law</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills</td>
<td>the ability to think analytically and draw conclusions</td>
</tr>
<tr>
<td>Courses completed</td>
<td>no formal prerequisites with respect to completed courses</td>
</tr>
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## Course organization

<table>
<thead>
<tr>
<th>Form of classes</th>
<th>W (Lecture)</th>
<th>Group type</th>
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<td>K (small group)</td>
</tr>
<tr>
<td>Contact hours</td>
<td>15</td>
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</tbody>
</table>

**Teaching methods:**

lectures conducted with the use of multimedia techniques (multimedia presentations on various aspects of EU company law), as well as with the use of didactic methods encouraging the participants of the course to actively participate in the discussion and to joint solving of cases
Assessment methods:

<table>
<thead>
<tr>
<th></th>
<th>E – learning</th>
<th>Didactic games</th>
<th>Classes in schools</th>
<th>Field classes</th>
<th>Laboratory tasks</th>
<th>Individual project</th>
<th>Group project</th>
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<th>Student’s presentation</th>
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</table>

Assessment criteria

Completion of the course is dependent on student's activity during the class, and the result of the written exam (covering the content discussed in the classes).

Comments

None.

Course content (topic list)

1. EU rules on free movement of capital
2. EU company law directives
3. Jurisprudence of the European Court of Justice with respect to company law
4. Corporate mobility rules under the EU law

Compulsory reading


Recommended reading

2) A. Opalski, *Europejskie prawo spółek*, Warszawa 2010
### Course card

<table>
<thead>
<tr>
<th>Course title</th>
<th>Law and Politics in modern Middle East – selected case studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester (winter/summer)</td>
<td>Winter/Summer</td>
</tr>
<tr>
<td>ECTS*</td>
<td>5</td>
</tr>
<tr>
<td>Lecturer(s)</td>
<td>Karol Bieniek, PhD</td>
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<tr>
<td>Department</td>
<td>Department of Administration &amp; Public Policies</td>
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</table>

#### Course objectives (learning outcomes)

The course aims to give an insight into the major political, economic and legal developments in Turkish Republic, Iran and Saudi Arabia. Students are expected to acquire general knowledge of the political, economic and legal developments in modern Turkey, Iran and Saudi Arabia. The course discusses the characteristics of Turkish political life and key political institutions by providing an overview of Turkey’s history. Special emphasis is put on currents of political phenomena, political parties and various issues in Turkish political life. The course also focuses on ideological similarities and differences between the political parties and their implications.

#### Prerequisites

- **Knowledge**: Basic knowledge about history of the world in the 19th and 20th centuries
- **Skills**: Critical and analytical thinking

#### Courses completed

#### Course organization

<table>
<thead>
<tr>
<th>Form of classes</th>
<th>W (Lecture)</th>
<th>Group type</th>
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<tbody>
<tr>
<td></td>
<td>A (large group)</td>
<td>K (small group)</td>
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<tr>
<td>Contact hours</td>
<td>15</td>
<td>x</td>
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</tbody>
</table>

#### Teaching methods:

Seminar – seminars will be held in the semester based on assigned readings. Attendance is mandatory.
### Assessment methods:

<table>
<thead>
<tr>
<th>E-learning</th>
<th>Didactic games</th>
<th>Classes in schools</th>
<th>Field classes</th>
<th>Laboratory tasks</th>
<th>Individual project</th>
<th>Group project</th>
<th>Discussion participation</th>
<th>Student's presentation</th>
<th>Written assignment (essay)</th>
<th>Written exam</th>
<th>Oral exam</th>
<th>Written exam</th>
<th>Other</th>
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</thead>
</table>

- Student presentation and discussantship: 20%
- Active participation and attendance: 20%
- Written assignment: 20%
- Final essay: 40%

### Comments

#### Course content (topic list)

1. Transition from the Ottoman Empire to Turkish Republic
2. Early Republican period and single party regime (1923-1945)
3. The transition to multi-party regime and the first military intervention (1945-1960)
4. Role of the Military in the Turkish political life
5. From the military coup towards political instability (1960-1980)
6. Reconstruction of political system – Turkish politics in the 1980’s
7. 1997 post-modern coup and its implications
8. Justice and Development Party era - law and politics

### Compulsory reading

Assigned readings (chosen chapters) will be provided during the semester:


**Recommended Reading**


# Course Card

**Course title**  
Media Law/The Right to Freedom of Speech and Expression

<table>
<thead>
<tr>
<th>Semester (winter/summer)</th>
<th>Winter/Summer</th>
<th>ECTS*</th>
<th>5</th>
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<tbody>
<tr>
<td>Lecturer(s)</td>
<td>Dr Maria Rożnowska</td>
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<tr>
<td>Department</td>
<td>Department of Administration &amp; Public Policies</td>
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</table>

**Course objectives (learning outcomes)**

The course covers the basics of media law

**Prerequisites**

**Knowledge**  
Student knows the basics of media law and an appropriate English legal vocabulary. Student understands the most important legal issues involved with the right to freedom of speech and expression, especially the limitations on the above – mentioned right.

**Skills**  
Student is aware of the importance of the right to freedom of speech and expression.

**Courses completed**

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**Course organization**

<table>
<thead>
<tr>
<th>Form of classes</th>
<th>W (Lecture)</th>
<th>Group type</th>
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<td>A (large group)</td>
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</table>

**Contact hours**  
15

**Teaching methods:**

Lecture with elements of discussion and case studies. Presentations of students' individual projects.

**Assessment methods:**

<table>
<thead>
<tr>
<th>E – learning</th>
<th>Didactic games</th>
<th>Classes in schools</th>
<th>Field classes</th>
<th>Laboratory tasks</th>
<th>Individual project</th>
<th>Group project</th>
<th>Discussion participation</th>
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</table>
Assessment criteria
Continuous assessment basing on the participation in discussion and presentations of students' individual projects.

Comments

Course content (topic list)

1. **The right to freedom of speech and expression.**
   Article 10 of the European Convention on Human Rights.

2. **Limitations on the right to freedom of speech** and expression.
   Relationship to other rights, e.g. the right to a fair trial, the right to privacy, the intellectual property rights (copyright, trade secrets). Article 8 of the European Convention on Human Rights.

3. **Freedom of speech in the media.**
   Journalists' rights and duties, journalists' responsibilities, journalistic objectivity/honest criticism, the press rights of access to information, privilege not to disclose the sources of information, public figure & right to privacy.

4. **Hate speech.**

5. **An offence against religious feelings.**

6. **Freedom of speech in the arts and entertainment.**

7. **Freedom of commercial speech.**
   The regulations of advertising.

Compulsory reading


Recommended reading
### Course card

<table>
<thead>
<tr>
<th>Course title</th>
<th>Regional and local administration in Europe</th>
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<tbody>
<tr>
<td>Semester</td>
<td>ECTS 5</td>
</tr>
<tr>
<td>Winter/Summer</td>
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</tr>
<tr>
<td>Lecturer(s)</td>
<td>Professor Andrzej K. Piasecki</td>
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<tr>
<td>Department</td>
<td>Department of Local Government and Management</td>
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</table>

#### Course objectives (learning outcomes)

The basic objective of the course is to familiarize students with administration systems in place in Europe on the local and regional level, operational mechanisms of particular administration institutions in democratic countries. Throughout the classes and consultation, students will be presented with differences and similarities of administrative systems functioning in EU, discussion about characteristic features of administration in a democratic country and comparison of the features with Polish conditions.

#### Prerequisites

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Basic knowledge concerning:</th>
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<tbody>
<tr>
<td></td>
<td>- economic integration in Europe;</td>
</tr>
<tr>
<td></td>
<td>- political and economic geography of Europe;</td>
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<tr>
<td></td>
<td>- international political and economic relations in Europe.</td>
</tr>
</tbody>
</table>

| Skills | n/a |

| Courses completed | n/a |

#### Course organization

<table>
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<tr>
<th>Form of classes</th>
<th>W (Lecture)</th>
<th>Group type</th>
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<td>A (large group)</td>
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<tr>
<td>Contact hours</td>
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</table>

#### Teaching methods:

Traditional lecture, conversational lecture with the use of multimedia, discussion, project method.
Assessment methods:

<table>
<thead>
<tr>
<th>Method</th>
<th>E-learning</th>
<th>Didactic games</th>
<th>Classes in schools</th>
<th>Field classes</th>
<th>Laboratory tasks</th>
<th>Individual project</th>
<th>Group project</th>
<th>Discussion participation</th>
<th>Written assignment (essay)</th>
<th>Written exam</th>
<th>Oral exam</th>
<th>Written exam</th>
<th>Other</th>
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Assessment criteria:
1. Attendance
2. Participation in the consultations, talking part in discussions
3. Preparation of the project in the form of written or multimedia

Comments: n/a

Course content (topic list)

1. Personal scope of public administration. Definitions of public administration: regional and local. Basic public administration functions on the local and regional level.
2. Public administration on the country and union entities level in the EU states.
3. Public administration on the local government unit level in EU states. Basic concepts of administrative policy.
4. Local and regional administration personnel selection in Europe. Education and supplementary training of personnel in European Union. Methods and techniques of administration operations: management, issuing decisions and providing consultations within the public administration system.
5. Entities of the European regional and local policy. Role and importance of the Community institution in the process of development and implementation of the EU regional and social policy.
6. Political, economic, social relations between Polish and European cities based on official documents. (city, gmina, powiat starosty offices, establishments, schools, sporting clubs, etc.)

Compulsory reading

5. Congress of Local and Regional Authorities of the Council of Europe, 50 years of local and regional democracy in Europe (1957-2007), 2008

Recommended reading

## Course card

<table>
<thead>
<tr>
<th>Course title</th>
<th>Management in regional development</th>
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<tbody>
<tr>
<td>Semester (winter/summer)</td>
<td>Winter/Summer</td>
</tr>
<tr>
<td>Lecturer(s)</td>
<td>Prof. Walery Okulicz - Kozaryn</td>
</tr>
<tr>
<td>Department</td>
<td>Department of Local Government and Management</td>
</tr>
</tbody>
</table>

### Course objectives (learning outcomes)

The aim of the course is to provide students with the basic theoretical knowledge of Management, to show them how to apply the basic managerial methods and techniques of decision making in management and in organisational and regional development.

### Prerequisites

- Knowledge - 
- Skills - 
- Courses completed -

### Course organization

<table>
<thead>
<tr>
<th>Form of classes</th>
<th>W (Lecture)</th>
<th>Group type</th>
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</thead>
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<td>K (small group)</td>
</tr>
<tr>
<td>Contact hours</td>
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<td>10</td>
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</tbody>
</table>

### Teaching methods:

- Lectures, seminars, individual and team work of students in solution and presentation of case studies, discussions, individual study.

### Assessment methods:

<table>
<thead>
<tr>
<th>E-learning</th>
<th>Didactic games</th>
<th>Classes in schools</th>
<th>Field classes</th>
<th>Laboratory tasks</th>
<th>Individual project</th>
<th>Group project</th>
<th>Discussion participation</th>
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<th>Written assignment (essay)</th>
<th>Written exam</th>
<th>Oral exam</th>
<th>Written exam</th>
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</tbody>
</table>
Assessment criteria

Ongoing evaluation of the lectures and seminars (tutorials) is based on scoring system. Students have to achieve the specified limits of the minimum number of points (at least 50%), continuous work on a given project and the presentation of a chosen topic for obtain the assessment.

Comments

Course content (topic list)

1. Principles of management
2. History of management
3. Organization
4. Managers and their competences
5. Management of organization
6. Management information system
7. Managerial activities
8. Managerial functions
9. Managerial decision making
10. Management in New Economics
11. Regional and public administration management

Compulsory reading

Course title: Regional policy in EU

Semester (winter/summer): Winter/Summer
ECTS: 5

Lecturer(s): Dr M. Kmak/dr M. Stych (TBA)

Department: Department of Local Government and Management

Course objectives (learning outcomes)

The main goal of the course is to provide theoretical basis, rules and aspects of regional policy and regional development in EU countries. The course will get students familiar with idea of European Union regional policy and its evolution, institutions, mechanisms and financing. Essential part of the course will be focusing on contemporary problems of EU regional policy, regional development in selected counties, differences and priorities. The focal point of the given course will be analysis of regional management processes and survey of good practices.

Goals of the course:
• understanding of EU regional policy rules and basis;
• obtaining knowledge of regional policy instruments;
• ability to indicate factors of regional development;
• ability to compare and value conducted regional policy and its effects (in selected countries).

Prerequisites

Knowledge: Basic informations on UE tasks.

Skills: -

Courses completed: -

Course organization

Form of classes: W (Lecture)

<table>
<thead>
<tr>
<th>Group type</th>
<th>A (large group)</th>
<th>K (small group)</th>
<th>L (Lab)</th>
<th>S (Seminar)</th>
<th>P (Project)</th>
<th>E (Exam)</th>
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<td>5</td>
<td>5</td>
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</tbody>
</table>
Teaching methods:

Seminars, presentation, individual projects.

Assessment methods:

<table>
<thead>
<tr>
<th>E-learning</th>
<th>Didactic games</th>
<th>Classes in schools</th>
<th>Field classes</th>
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</tbody>
</table>

Assessment criteria

GRADING POLICY
20% - active participation in seminars;
80% - final presentation (individual project).

Comments

Course content (topic list)

Content of the course:
1) Theory, basis and background of EU regional policy
2) Evolution of regional policy
3) Available EU funds
4) Management of EU funds – main rules
5) Managing authorities and programs in EU member countries

Compulsory reading

1. Adam F., The Challenges of Sustained Development. The Role of Socio-Cultural Factors,

Recommended reading

Assembly of European Regions – http://www.aer.eu/
Regional Studies Association - http://www.regional-studies-assoc.ac.uk/
Course title: Territorial Marketing

Semester (winter/summer): Winter/Summer
ECTS: 5

Lecturer(s): Dr E. Radomska/dr M. Kmak (TBA)

Department: Department of Local Government and Management

Course objectives (learning outcomes)

Students attending this course will learn the main theoretical frameworks to analyse a territory in order to understand its development potential in satisfying local area residents and in increasing its potential to attract tourists, businesses, new investments and new residents. Students will study about the various actors engaged in the local area governance, the course will focus on the process to define a territorial strategic marketing plan and to define, accordingly, a set of strategies, policies and operations to help its sustainable development engaging the various local area stakeholders.

Prerequisites

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>General informations about the family region.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills</td>
<td>-</td>
</tr>
<tr>
<td>Courses completed</td>
<td>-</td>
</tr>
</tbody>
</table>

Course organization

<table>
<thead>
<tr>
<th>Form of classes</th>
<th>W (Lecture)</th>
<th>Group type</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>K (small group)</td>
</tr>
<tr>
<td>Contact hours</td>
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<td>5</td>
</tr>
</tbody>
</table>

Teaching methods:

This course has been designed for 15 h. of theoretical lessons and laboratories. In particular the theoretical lessons will account for 7 h. while the laboratories and the discussion of audio-visual material will account for 8 hours. Some of the theoretical lessons could be substituted with seminars on specific experiences by experts in the field.

Assessment methods:
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<th>E – learning</th>
<th>Didactic games</th>
<th>Classes in schools</th>
<th>Field classes</th>
<th>Laboratory tasks</th>
<th>Individual project</th>
<th>Group project</th>
<th>Discussion participation</th>
<th>Presentation</th>
<th>Student's project (essay)</th>
<th>Written assignment</th>
<th>Oral exam</th>
<th>Written exam</th>
<th>Other</th>
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**Assessment criteria:** Examination indywidual project and presentation: SWOT analysis and territory strategic planning – strategies to improve the territory endowment of resources.

**Comments:** -

**Course content (topic list):**

This course has been designed to help students in attaining the main elements of place marketing, and the related tools, to understand, and review, the territory development potential. As a consequence it has been designed as a coherent course but it can be divided in four main parts that, as a whole, will give the students the various competences he will need.

**Part 1:**
Territories as systems and their competitiveness (theoretical lessons + discussing projected materials)
Places evolution – Territories and crises – Classification of territories – territorial systems' market approach.

**Part 2:**
Territorial stakeholders' decision processes (theoretical lessons + discussing projected materials)
Territorial stakeholders' segments – territorial stakeholders' decision process – strategies to attract specific groups of stakeholders.

**Part 3:**
Territory strategic planning (theoretical lessons)
Framework to analyse the place and the related tools – places' strategic factors and their evaluation – SWOT analysis – territory strategic planning – strategies to improve the territory endowment of resources – change in territories – cases on place's strategic planning.

**Part 4:**
Territory place branding (theoretical lessons)
The foundations of a good place brand – the brand of a territory and its effects on its competitiveness – designing a place brand – brand communication strategies – cases in place branding.

**Compulsory reading:**


**Recommended reading:**

1. Local and regional websites