



Akademia
Humanistyczno
Ekonomiczna
w Łodzi



Erasmus+

**ERASMUS+ INCOMING STUDENTS
ACADEMIC OFFER - COURSES TAUGHT IN ENGLISH
MANAGEMENT
WINTER SEMESTER 2023/2024**

**MANAGEMENT
BACHELOR**

1st year, 2nd semester

Electives: Bases of economics* / Microeconomics – lecture**

*** Electives: Bases of economics:**

The aim of the course is to gain knowledge about the mechanisms of modern economy, to acquire skills in using concepts and tools of economic analysis to interpret the main phenomena and processes occurring in the modern market economy. Students will learn to order their perception of economic reality in a descriptive and prospective sense as well as applying economic theory to practical activities.

**** Microeconomics:**

The aim of the course is to gain knowledge about the regularities governing the economic process on the basis of economic theory and policy, divided into issues related to micro- and macroeconomics and learning about interrelations between the micro- and macroeconomic spheres of the economy. Students will learn to apply theories from the areas of micro- and macroeconomics in creating a basis for further knowledge acquisition.

Electives: Bases of economics* / Microeconomics – tutorials**

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Mathematics – tutorials:

The aim of the course is to develop the ability to apply knowledge of algebra, mathematical analysis and mathematical analysis and statistics to describe processes related to management.

3

Electives: Legal culture/ Knowledge about state and law – project:

The aim of the course is to present processes related to the creation, application and validity of law, as well as the practical application of the acquired knowledge, e.g. in the context of legal texts analysis, protection of intellectual property and knowledge of terminology You will get acquainted with the terminology, concepts and specifics of the legal language, with particular emphasis on commercial law and labour law regulations.

3

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2

Bases of marketing – lecture:

The aim of the course is to familiarise students with the marketing concept of management and to acquire new way of thinking in response to the changing needs of the target market. 2

Bases of marketing – tutorials:

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Bases of management – lecture:

The aim of this course is to provide students with modern knowledge and skills in the field of management irrespective of the subject and type of activity, the organisational-legal form and size of the organisation. Students will also learn about the typology of organisational structures, methods of management and communication in organisations. 2

Bases of management – tutorials:

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2nd year, 4th semester**Information systems in management – tutorials**

The aim of the course is to acquaint students with the knowledge of information systems used in the process of organisational management and to prepare students for the implementation of information systems in organisations. 2

Corporate finance and accounting – tutorials:

The aim of the course is to provide students with theoretical knowledge in the field of business finance, to equip students with practical skills in using theoretical knowledge in the field of business finance, to introduce students to aspects of financial analysis in a market economy, to introduce students to the concepts, principles and current regulations in the field of accounting, to teach students practical skills in recording business operations in companies and in preparing and interpreting financial statements, and to make students aware of the importance of complying with legal regulations. 2

Corporate finance and accounting – lecture:

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2

Managerial competences – tutorials:

The aim of the course is to present the essence and role of managerial work in economic organisations, to show the leadership character of managerial work in contemporary organisations, to present the concept of organisational and individual competences and to show managerial competences in the context of organisational and individual effectiveness.

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2

Diagnosing enterprises – lecture:

The aim of the course is to equip students with knowledge in the field of resource, functional and process diagnosis in a modern enterprise and to develop in students the ability to use diagnostic tools.

1

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1

Operational research – tutorials:

The aim of the course is for students to learn about selected and classes of optimisation models in decision-making situations, to acquire knowledge and skills in modelling selected decision-making problems and to acquire skills in carrying out the procedure of analysing optimisation results and implementing solutions.

2

Commercial law – lecture:

The aim of the course is to introduce students to notions in the field of jurisprudence and to equip students with theoretical and practical knowledge in the field of business law.

1

Psychology in business – tutorials:

The aim of the course is to acquaint students with theoretical knowledge of psychology and its history, to acquaint students with theoretical knowledge from the scope of psychology in organization management, to make students familiar with issues of behavioral economics, psychological basis of marketing, advertising and its influence on shopping, psychology of communication, to make students familiar with mechanisms of pathology and dehumanization of work and techniques of their counteraction, to develop skills of team implementation of research projects, to develop teamwork skills of carrying out research projects.

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2

Decision-making and organizational techniques - workshops:

The aim of the course is to provide students with knowledge about the role of decision-making and organisational techniques in the management process and to train students in the skills of using methods supporting decision-making.

1

3rd year, 6th semester

Customer relations management – tutorials

The aim of the course is to systematise knowledge in the field of relationship marketing, including in particular the concept of customer relationship management, learning modern methods of marketing analysis and decision-making in the area of cooperation with to learn modern methods of marketing analysis and decision-making in the area of cooperation with business partners in a changing market environment, to improve skills in the use of an integrated package of relationship marketing tools.

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2

Management control and audit in organisations – lecture:

The aim of the course is to make students familiar with the essence of management control and its goals, to discuss elements of the management control system and the impact of management control on risk reduction and organisational efficiency, to introduce students to the binding International Standards for the Professional Practice of Internal Auditing and the Code of Ethics in the work of an internal auditor. The aim is also for students to learn about the role of an internal auditor in the management process of a modern organisation.

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The aim is also to make students familiar with the role of an internal auditor in the process of management of a modern organisation, including its functions, and to present the importance of the process of identification and management of risk in an entity, including in internal audit.

Recruitment and selection of employees – lecture:

Specialization: Managing the social potential of the organization

The aim of the course is to equip students with knowledge about the process of recruitment and selection of employees, to acquaint students with methods and techniques of recruitment and selection of employees and to develop in students skills and social competences necessary in the area of recruitment and To develop in students social skills and competences necessary in the field of recruitment and selection of employees.

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2

Career planning and talent management – lecture
Specialization: Managing the social potential of the organization

The aim of the course is to equip students with knowledge of employee development issues and to develop students' skills in using employee development methods and techniques. 2

Career planning and talent management – project
Specialization: Managing the social potential of the organization

The aim of the course is to equip students with knowledge of employee development issues and to develop students' skills in using employee development methods and techniques. 2

Communication and culture in the organization – lecture
Specialization: Managing the social potential of the organization

The aim of the course is to provide students with knowledge related to the functioning of individuals and groups within a specific collective, which is an enterprise, and to make students aware of the impact of the enterprise's organisational culture on its internal and external functioning. 2

Communication and culture in the organization – project
Specialization: Managing the social potential of the organization

The aim of the course is to provide students with knowledge related to the functioning of individuals and groups within a specific collective, which is an enterprise, and to make students aware of the impact of the enterprise's organisational culture on its internal and external functioning. 2

Accounting and taxation in SMEs – lecture
Specialization: Innovative management of small and medium-sized enterprise development

The aim of the course is to provide students with theoretical knowledge of business finance, to equip students with practical skills in using theoretical knowledge of business finance, to introduce students to aspects of financial analysis in a market economy, to teach students practical skills in recording business operations in companies and in preparing and interpreting financial statements on the example of SYMFONIA MK to make students aware of the importance of acting in accordance with legal regulations and to discuss the significance of tax and non-tax forms of burdening a company with regard to its financial situation. Discuss the importance of tax and non-tax forms of burdening a company with regard to its financial situation. 3

Accounting and taxation in SMEs – workshops:**Specialization: Innovative management of small and medium-sized enterprise development**

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3

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Leadership and leadership of SMEs – lecture**Specialization: Innovative management of small and medium-sized enterprise development**

The aim of the course is to develop students' skills in the application of tools of management

2

teams and in the practical application of the learnt methods and techniques of shaping

the desired behaviour of employees, affecting the functioning of organisations and their success.

Family businesses – lecture**Specialization: Innovative management of small and medium-sized enterprise development****2**

The aim of the course is to acquire skills to identify family businesses; to provide knowledge about historical relationships of work in a family business; ability to recognize key threats to the functioning of family businesses family businesses.

Ethics in management and business – lecture**Specialization: Innovative management of small and medium-sized enterprise development****2**

The aim is to familiarise students with the conceptual apparatus of business ethics and economic choices and their limitations.

Human capital in the process and project organization – lecture**Specialization: Project and process management****3**

The aim of the course is to familiarise students with the theory, types of human capital and methods of measurement that can be used in an organisation during project realisation in a task team, providing knowledge on conditions (internal and

external) of human capital management to provide knowledge about conditions (internal and external) of human capital management in an organisation, to provide knowledge about human capital development and career shaping in an organisation, to provide to impart knowledge about relations and partnerships and to impart knowledge about planning and implementing a European project, the structure of activities in its to organise a European project.

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Specialization: Project and process management

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3

Information technologies supporting design methods – lecture
Specialization: Project and process management

The aim of the course is to present issues concerning the use of information technologies, technologies whose task is to support design methods.

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Specialization: Project and process management

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