



**Akademia  
Humanistyczno  
Ekonomiczna  
w Łodzi**

**2026-2027**

# **ACADEMIC OFFER**

**MANAGEMENT**



# MANAGEMENT

Language: **English**

Spring **2026-2027**

**Management Bachelor**

## 1ST YEAR / 2ND SEMESTER

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# Monographic Lecture

lecture

1 ECTS

## Teaching methods

lecture / individual case study

## Method of verifying education

exam

## OBJECTIVES

The aim of the course is to prepare students to effectively identify, assess, and manage various economic risks. To convey knowledge about the importance of interpersonal, leadership, and organizational skills necessary to minimize security threats in organizations.

## COURSE CONTENT

- Introduction to organizational security.
- Methods of identifying, assessing, and managing risk in the context of various areas of an organization's activities.
- Financial management in the context of the organization's economic security.
- Information security and cybersecurity.
- Logistics security in the supply chain.
- Personnel management in the context of economic security.
- Crisis management in organizations.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- understands the concept and importance of multi-faceted security for organizations.
- knowledge of risk management methods and strategies in an organization.

### In terms of abilities:

- is able to identify various types of risk and analyze its impact on the organization
- is able to identify the necessary preventive, reactive, and intervention measures to minimize risk and ensure safety in the organization.

### In terms of social competencies:

- shows initiative in counteracting social problems.

# Basics of Labor Law

lecture

2 ECTS

## Teaching methods

lecture / individual case study

## Method of verifying education

exam

## OBJECTIVES

To familiarize students with selected aspects of labor law, its conceptual apparatus, and principles.

## COURSE CONTENT

- Introduction to labor law, concept and subject matter of labor law.
- Universal and autonomous sources of labor law.
- Establishment of an employment relationship: • according to the Labor Code • according to the Civil Service Act.
- Conclusion and form of the employment contract.
- Types of employment contracts. Remuneration for work.
- Working time. Leave in the light of labor law provisions.
- Parental protection in the light of labor law provisions.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- has knowledge of labor law and related legal principles governing the functioning of entities conducting business activity. Identifies labor law principles in relation to applicable EU law in this area.
- is familiar with the types of employment contracts and is able to list the benefits and negative aspects resulting from them.
- knows the principles of labor law and the principles of ethical conduct of employers towards employees and vice versa.

### In terms of abilities:

- is able to analyze problems arising from the complexity of the employment relationship. Is able to identify which provisions of the code reflect specific principles of labor law.
- is able to use legal norms and provisions in the process of analyzing employee rights.
- is able to assess the legality of actions taken. Understands the importance of labor law principles in an organization.

### In terms of social competencies:

- shows initiative in counteracting social and ethical problems and discrimination in the area of labor relations.
- is ready to cultivate and promote models of appropriate behavior in the professional environment and beyond.
- is ready to perform professional roles responsibly, including complying with professional ethics, and requires the same from others.

# Organizational Behaviour

lecture

2 ECTS

## Teaching methods

seminar-stylr lecture / problem solving / individual and group work

## Method of verifying education

exam / activity during classes

## OBJECTIVES

The aims of the course are to provide knowledge about the essence and regularities of behavior in an organization; Conditions for organizational behavior.

## COURSE CONTENT

- The essence of organizational behaviors and levels of their analysis.
- Organizational behavior at the individual level and its most important determinants (individual actions aimed at obtaining material and non-material rewards, including self-fulfillment satisfaction, building one's employability, pursuing a professional career).
- Organizational behavior at the group level and its most important determinants (types of teams in an organization and their cohesion, group conformity, team cooperation, communication, management and leadership, conflicts and methods of resolving them) organizational behavior at the systemic level.
- Organizational behavior at the system level and its most important determinants (type of organizational structure, organization and technology in the workplace, performance appraisal systems, remuneration systems, organizational career paths and their progression, implementation of organizational changes, organizational strategy as a source of competency requirements for employees, organizational culture as a source of values).
- Determinants of organizational behavior as a consequence of relations with the social and economic environment.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- has knowledge of human behavior in organizations and change processes in this area
- knows and understands the internal and external relations of organizations with entities in their environment; considers their nature, objectives, regularities, and rules from the perspective of management and quality sciences.

### In terms of abilities:

- is able to use theoretical knowledge to identify the causes and effects of human behavior in an organization at the group and organizational level
- is able to identify, explain, and interpret individual and group behaviors.

### In terms of social competencies:

- recognizes the importance of knowledge in solving cognitive and practical problems, expresses impartial judgments based on knowledge in the field of management and quality sciences and the studied specialty.
- is ready to cultivate and promote models of proper conduct in the professional environment and beyond.

# Ethics in Business

exercises

2 ECTS

## Teaching methods

seminar-stylr lecture / problem solving method / individual and group work / brainstorming / case study

## Method of verifying education

exam / assignments / activity during classes

## OBJECTIVES

The aim of the course is to familiarize students with issues in the field of ethics, to introduce them to action-normative and ethical issues occurring in various spheres of social life and business activity.

## COURSE CONTENT

- Introduction to ethics – concept, subject, method. Business ethics as a branch of science.
- Contemporary ethical disputes and issues of their resolvability.
- A historical overview of business ethics
- Common ethical dilemmas in business.
- Work ethics.
- Ethical aspects of advertising.
- Competitiveness and ethics.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- knows the idea of ethics in business, its origins and subject matter
- knows the principles of ethical management of an organization in relation to stakeholders, society, the state, and the environment.

### In terms of abilities:

- is able to analyze problems in the field of ethical conduct in business. Predicts the effects of specific social processes occurring on the scale of individual entities or markets in the context of ethics.
- is able to participate in debates, present, argue and evaluate different opinions and positions, and discuss them using terminology from the field of management and quality sciences and related disciplines.
- is able to prepare oral/written presentations using professional terms and concepts from the field of management and the studied specialization.

### In terms of social competencies:

- shows initiative in counteracting social and ethical problems and discrimination.
- is ready to perform professional roles responsibly, including complying with professional ethics, and requires the same from others.

# Intellectual Property Protection

exercises

1 ECTS

**Teaching methods**

exercises

**Method of verifying education**

exam

## OBJECTIVES

Students will learn the concept of intellectual property. The course also covers issues: the role and importance of intellectual property in education, commercial activities and research, and the general scope of protection by exclusive rights, including time and territory. Students will also learn about intellectual property categories and exhaustion of intellectual property rights. Students will learn international treaties and other legal provisions.

## COURSE CONTENT

- The historical development of intangible goods protection.
- International and national aspects of intellectual property protection.
- The origins and position of contemporary copyright law and related rights.
- The relationship between intellectual property protection, competition policy, unemployment reduction, innovation, and economic growth.
- The subject matter and entities of copyright law; basic definitions.
- Authors' moral rights to protected works.
- The concept and basic catalogue of economic rights and fields of exploitation of a work; selected issues concerning licenses.
- Forms of infringement of moral and economic copyright: the concepts of plagiarism, piracy, and databases; the role of collective copyright management organizations.
- The concept and principles of permissible private and public use of a work; the rights of libraries and schools; the quotation right.
- Special protection of computer programs, images, and correspondence.
- Protection of inventions, trademarks, and industrial designs; the Community trademark.
- Civil and criminal liability rules for infringement of intellectual property rights.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Students know and understand concepts in the field of intellectual property, including copyright law.
- They know the relationship between intellectual property protection, fair competition, innovation, and economic growth.
- They know the principles of intellectual property protection.
- They know and understand the differences between moral rights and economic (property) copyrights.

### In terms of abilities:

- Student: is able to accurately define a work and other objects of intellectual property in both legal and economic terms.
- Is able to determine which works are not protected by copyright law and provide a reasoned justification.
- Is able to select relevant information and statistical data to analyze the economic impact of intellectual property rights.

### In terms of social competencies:

- Student is aware of their knowledge of the social and economic role of intellectual property protection.
- Acts in a professional manner, respecting intellectual property.
- Is able to produce academic texts and simple informational content without infringing copyright law.

# COMMUNICATION AND RELATIONS BUILDING

workshops

1 ECTS

## Teaching methods

lecture / didactic discussion / case study

## Method of verifying education

group and individual assignments / project /  
activity during classes

## OBJECTIVES

The course will explore strategies for establishing and maintaining connections through effective communication. It covers communication tools such as naming emotions, asking questions, and active listening, techniques like paraphrasing and mirroring. The importance of being precise and clear in communication will also be emphasised. Verbal and non-verbal communication means are going to be discovered, discussed and explored together with communication barriers, including cross-cultural context. The course participants will be equipped with practical tools and insights to communicate more effectively, build rapport and trust in order to establish relationships in both personal and professional setting.

## COURSE CONTENT

- Ways to effectively establish contact with another person.
- Tools for effective communication: naming feelings, using open questions, active listening: paraphrase, mirroring, precision of the message, "I" message.
- The role of verbal and non-verbal communication.
- Communication barriers.
- The role and importance of emotions in the process of communication and integration.
- Online communication.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- The student has knowledge of verbal and non-verbal communication, including methods and styles of communication as well as communication barriers.

### In terms of skills :

- The student establishes and deepens relationships with the group.
- The student chooses an effective communication strategy.
- The student uses selected tools for effective communication.
- The student is able to present themselves in an appropriate way to the situation.
- The student organizes teamwork.

### In terms of social competencies

- The student shows openness to solving individual and group communication problems.
- The student engages in teamwork and plays various group roles.

# Information Society

workshops

1 ECTS

## Teaching methods

seminar-stylr lecture / didactic discussion / group work  
problem-solving method / Google VR/AR / Chat GPT

## Method of verifying education

assignments / activity during classes

## OBJECTIVES

To provide knowledge about the impact of the information revolution on the functioning of society, the economy, and state institutions. Present the essence of new social, economic, and political phenomena in the context of ICT application in various spheres of life. To discuss the possibilities of using the knowledge and skills acquired during the course in public and economic activities and in the role of a manager.

## COURSE CONTENT

- The concept, origins, and stages of development of the information society.
- Selected theories of the information society.
- Social changes caused by the information revolution.
- The application of new information and communication technologies in social and economic life.
- Changes in the economy caused by the information revolution. The growing importance of the IT industry, e-commerce, and remote work.
- New political phenomena in the information society. E-democracy. New technologies and freedoms.
- New technologies and management (AI tools and Google VR).
- Opportunities and threats posed by new technologies.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- knows the concepts and theories related to the information society, its origins, and subsequent stages of development.
- understands the specific nature of changes in social, economic, and political relations caused by the information revolution.
- knows the social context of the application of new information and communication technologies in management.

### In terms of abilities:

- assesses phenomena and processes related to the development of the information society and actively participates in discussions on these topics.
- based on the analysis, expresses their opinion on the impact of the information revolution on the functioning of organizations.
- plans and implements team projects in the field of ICT solutions in social, economic, and public life, and prepares presentations on their effects.
- uses ICT collaboration tools used in organizational practice (AI tools, Google VR).

### In terms of social competencies:

- is ready to perform professional roles responsibly, including complying with professional ethics, and requires the same from others.

# Information Society

project

2 ECTS

## Teaching methods

seminar-stylr lecture / didactic discussion / group work  
project method / Google VR/AR / Chat GPT

## Method of verifying education

project / activity during classes

## OBJECTIVES

To provide knowledge about the impact of the information revolution on the functioning of society, the economy, and state institutions. Present the essence of new social, economic, and political phenomena in the context of ICT application in various spheres of life. To discuss the possibilities of using the knowledge and skills acquired during the course in public and economic activities and in the role of a manager.

## COURSE CONTENT

- The concept, origins, and stages of development of the information society.
- Selected theories of the information society.
- Social changes caused by the information revolution.
- The application of new information and communication technologies in social and economic life.
- Changes in the economy caused by the information revolution. The growing importance of the IT industry, e-commerce, and remote work.
- New political phenomena in the information society. E-democracy. New technologies and freedoms.
- New technologies and management (AI tools and Google VR).
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- uses ICT collaboration tools used in organizational practice (AI tools, Google VR).

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- is ready to perform professional roles responsibly, including complying with professional ethics, and requires the same from others.

# Fundamentals of HR Management

lecture

2 ECTS

## Teaching methods

lecture / didactic discussion / case study

## Method of verifying education

colloquium / assignments / activity during classes

## OBJECTIVES

To transfer knowledge and develop skills in the field of human resource management in an organization.

## COURSE CONTENT

- Introduction to human resource management.
- The HR function in an organization – its essence, significance, and structure.
- Models and principles of human resource management in an organization.
- Strategic human resource management.
- Stages of the human resource management process.
- Basics of managing people in an organization.
- Human resource management in organizations with different organizational cultures.
- Ethical aspects of human resource management.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- knows and understands concepts related to human resource management.
- knows and understands the objectives and functions of human resource management.

### In terms of abilities:

- analyzes the main areas of human resource management.
- is able to propose solutions to problems arising in the area of contemporary HRM.

### In terms of social competencies:

- is ready to cultivate and promote models of appropriate behavior in the professional environment and beyond.
- is ready to take on various roles in a team, demonstrating responsibility and ethics in the context of their own actions and those of the entire team.

# Fundamentals of HR Management

exercises

2 ECTS

## Teaching methods

lecture / didactic discussion / case study

## Method of verifying education

colloquium / assignments / activity during classes

## OBJECTIVES

To transfer knowledge and develop skills in the field of human resource management in an organization.

## COURSE CONTENT

- Introduction to human resource management.
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# Basics of Business Science

lecture

2 ECTS

## Teaching methods

seminar-style lecture / didactic discussion / case study

## Method of verifying education

exam / activity during classes

## OBJECTIVES

To present knowledge about the essence, objectives, and characteristics of an enterprise. Presentation of various forms of business activity and their relationships, as well as the conditions for their selection. Presentation of the conditions for the functioning and development of an enterprise.

## COURSE CONTENT

- Subject, scope, and development of knowledge about the enterprise.
- Entrepreneurship, entrepreneur, enterprise as basic categories of business studies.
- Features, forms, and objectives of enterprise activity. Typology of enterprises.
- Organizational structures of enterprises. Types and kinds of organizational structures.
- The environment of an enterprise and its elements. Relations between an enterprise and its environment.
- The life cycle of an enterprise and key strategic decisions in each phase of the life cycle.
- Growth and development of the enterprise, external and internal factors of enterprise growth.
- Business management in various forms. Supervision of business activities.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- has knowledge of the essence of an enterprise and its importance for the functioning of the national economy.
- knows the objectives and forms of operation of modern enterprises and their main characteristics.
- knows and understands the factors and conditions for the development of enterprises.

### In terms of abilities:

- is able to apply theoretical knowledge about enterprises in practice.
- is able to identify and analyze problems related to the functioning and development of a business. Argues them using vocabulary from the field of business sciences.
- is able to analyze the situation of a company in its environment using specific examples.

### In terms of social competencies:

- is ready to take on various roles within a team, as well as to co-organize activities supporting social life
- demonstrates entrepreneurial thinking and action.
- is aware of the responsibility for entrepreneurial decisions.

# Basics of Business Science

project

2 ECTS

## Teaching methods

didactic discussion / project method

## Method of verifying education

project / activity during classes

## OBJECTIVES

To present knowledge about the essence, objectives, and characteristics of an enterprise. Presentation of various forms of business activity and their relationships, as well as the conditions for their selection. Presentation of the conditions for the functioning and development of an enterprise.

## COURSE CONTENT

- Subject, scope, and development of knowledge about the enterprise.
- Entrepreneurship, entrepreneur, enterprise as basic categories of business studies.
- Features, forms, and objectives of enterprise activity. Typology of enterprises.
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# Mathematics/Statistics with elements of Mathematics

lecture

1 ECTS

## Teaching methods

lecture / individual case analysis / problem solving / blackboard exercises

## Method of verifying education

exam / assignments / activity during classes

## OBJECTIVES

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

## COURSE CONTENT

- Introduction to issues related to the use of statistics in management and quality sciences.
- Parameters of the distribution of a one-dimensional variable.
- Correlation and regression analysis.
- Index analysis for time series.
- Basic knowledge of probability theory.
- Elements of statistical hypothesis testing.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- has statistical and mathematical knowledge useful for statistical and mathematical description and solving simple economic problems.
- has advanced knowledge and understanding of statistical and mathematical methods and tools used in management in various areas of organizational activity.

### In terms of skills:

- correctly selects and applies analytical methods to solve tasks in the field of statistics and mathematics.
- correctly selects and applies computational methods to solve statistical and mathematical problems.
- is able to independently acquire knowledge in the field of statistics. Is able to integrate the information obtained, interpret it, draw conclusions, and formulate and justify opinions.

### In terms of social competencies:

- is aware of the need to improve professional and personal competences.
- recognizes the priority of knowledge in making decisions aimed at accomplishing a specific task.
- is ready to take on various roles within a team.

# Mathematics/Statistics with elements of Mathematics

exercises

1 ECTS

## Teaching methods

lecture / individual case analysis / problem solving / blackboard exercises

## Method of verifying education

exam / assignments / activity during classes

## OBJECTIVES

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