Akademia Humanistyczno Ekonomiczna w Łodzi

2026-2027

ACADEMIC OFFER

MANAGEMENT

MANAGEMENT

Language: **English** | Winter **2026-2027** | **Management Bachelor**

1ST YEAR / 1ST SEMESTER

Foundations of Philosophy/History of Philosophy	lecture
Mathematics/Statistics with elements of mathematics	lecture
Mathematics/Statistics with elements of mathematics	exercises
Introduction to Interculturalism	lecture
Methodology of research and scientific work	lecture
Methodology of research and scientific work	exercises
Basics of Management	lecture
Basics of Management	exercises
Basics of Marketing	lecture
Basics of Marketing	exercises
Legal Culture/Knowledge of the State and Law	exercises
Legal Culture/Knowledge of the State and Law	project
Basics of Economics/Microeconomics	lecture
Basics of Economics/Microeconomics	exercises

ZDW: Basics of Philosophy / History of Philosophy

lecture

3 ECTS

Teaching methods	conversational lecture / didactic discussion / project-based method
Method of veryfying education	exam

OBJECTIVES

Introduction to key concepts and issues in philosophy. Equipping students with knowledge of the history of European philosophy. Enhancing skills related to resolving moral dilemmas encountered in daily life. Fostering a dialogical attitude – developing skills in discussion and teamwork.

COURSE CONTENT

- Fundamentals of Philosophy – Concepts and Major Schools of Thought.
- Key Issues from Various Periods and Branches of Philosophy: Metaphysics, Epistemology, Axiology.
- Discussion of the Most Representative Philosophical Concepts in the History of European Philosophy.
- Preparation for a Philosophical Project using Project-Based Methodology.
- Addressing the Problem of "How to Engage Children, Youth, and Elderly People in Philosophy" – Implementation and Evaluation of a Philosophical Project.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Knows and understands the nature of philosophy and the differences between philosophy and other disciplines and fields of culture. Knows and understands selected concepts and problems of philosophy. Knows and understands major ethical theories.

In terms of skills:

- Critically analyzes both their own beliefs, arguments, and actions as well as those of others. Argues their position in a coherent and logical manner. Recognizes ethical dilemmas and resolves them independently and responsibly.

In terms of social competencies

- Shows respect for others' opinions. Collaborates within a team, completes assigned tasks, and manages their time effectively. Demonstrates openness to new ideas, facts, and challenges.

Mathematics/Statistics with elements of Mathematics

lecture

1 ECTS

Teaching methods	lecture / individual case analysis / problem solving / blackboard exercises
Method of veryfying 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

2 ECTS

Teaching methods	lecture / individual case analysis / problem solving / blackboard exercises
Method of veryfying education	exam / assignments / activity during classes

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Introduction to Interculturalism

lecture

2 ECTS

Teaching methods	didactic discussion / individual case analysis / simulations of situations / group work / individual work
Method of veryfying education	exam / activity during classes

OBJECTIVES

The aim of the course is to recognize elements of cultural interaction in specific social and professional situations, develop reflective awareness of the communication skills of participants in these interactions, and acquire knowledge about the dynamics of cultural relations in the context of the communication process. The workshop aims to identify the causes and effects of globalization processes that influence the development of cultural diversification and the shaping of communication skills in various areas of social and economic life.

COURSE CONTENT

- Theoretical foundations of interculturalism. Its concept and history.
- The essence of intercultural communication in dialogue.
- Types of intercultural dialogue.
- Areas of intercultural dialogue in social life.
- Areas where intercultural dialogue occurs in professional life.
- Intercultural management.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- has structured knowledge of different cultural circles and cultural interaction processes occurring in all areas of social life, including business and organizations.
- has structured knowledge of social communication processes in the context of the dynamics of globalization and business.

In terms of skills:

- critically assesses the positions learned regarding intercultural communication.
- considers and resolves dilemmas related to functioning in an intercultural environment.
- is able to create a correct multimedia presentation, text document, and present selected dilemmas related to functioning in a multicultural environment.

In terms of social competencies:

- recognizes the need for intercultural reflection in contemporary life.
- is aware of the level of their knowledge and skills in the context of the use of dialogue and new technologies in management, understands the need for continuous professional training and personal development, especially in deepening knowledge and skills with the use of tools necessary for the functioning of an individual in an intercultural community.

Methodology of research and scientific work

lecture

1 ECTS

Teaching methods	lecture / classical problem-solving method / didactic discussion / group work / individual work
Method of veryfying education	exam / assignments / activity during classes

OBJECTIVES

Preparing students to plan and conduct scientific research, and to compile and present their findings, with particular emphasis on their application in the preparation of theses.

COURSE CONTENT

- Introduction and development of scientific research methodology from an evolutionary perspective.
- Basics of scientific research methodology. Defining selected research problems, formulating hypotheses and selecting methods for their verification, and drawing conclusions based on research results.
- Overview of the most important research methods and techniques in the social sciences.
- Planning the research process, taking into account its purpose and the selection of research instruments and statistical tools.
- Practical overview of scientific development opportunities and forms of research presentation.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- has key knowledge of methods and techniques as well as appropriate ways of obtaining data used in management processes in institutions from the perspective of management and quality sciences.

In terms of skills:

- processes primary data, uses statistical studies and other data sources, and applies them in analytical planning work.
- Is able to analyze and interpret statistical research, as well as prepare and present statistical material

In terms of social competencies:

- is critical of their own knowledge, carefully collects data, and verifies information and sources.
- recognizes the importance of knowledge in solving cognitive and practical problems, expresses impartial judgments based on their knowledge of management and quality sciences and their field of study.
- is ready to perform professional roles responsibly, including adhering to professional ethics, and requires the same from others.

Methodology of research and scientific work

exercises

2 ECTS

Teaching methods	lecture / classical problem-solving method / didactic discussion / group work / individual work
Method of veryfying education	exam / assignments / activity during classes

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Basics of Management

lecture

2 ECTS

Teaching methods	lecture
Method of veryfying education	exam

OBJECTIVES

To transfer knowledge and develop skills in the field of organizational management.

COURSE CONTENT

- The essence and objectives of organizational management. Management functions and effectiveness.
- Organization as a subject of interest in management sciences. Organization as an ambiguous concept. Typology of organizations and enterprises.
- Power and management in organizations. Managerial competencies and roles, management styles. Leadership in contemporary organizations.
- Decision-making in organizations. Types of decisions. Decision-making models and processes.
- The planning process in an organization. The essence, functions, and methods of planning, the system of plans in an organization.
- Motivation and motivators. Motivation theories. Motivating employees in an organization. Compensation systems.
- Control in an organization, mechanisms and conditions. Types of control. Resistance to control.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- knows the subject matter and functions of organization and management sciences and their place among the social sciences.
- knows the concepts of organization and management and their interdisciplinary nature.
- knows and understands theories concerning enterprises, the principles of functioning of contemporary organizations, and management methods.

In terms of skills:

- is able to identify problems in the functioning of an organization and analyze possible ways of solving them.
- is able to perform managerial functions in the areas of planning, organizing, motivating, and controlling.
- is able to prepare and carry out individual and/or team work in the field of organization and management.

In terms of social competencies:

- demonstrates an entrepreneurial attitude in formulating solutions to problematic situations within the organization.
- is ready to take on various roles in a team (including managerial roles), demonstrating responsibility for both their own actions and those of the entire team.

Basics of Management

exercises

2 ECTS

Teaching methods	·problem solving / group work / individual work
Method of veryfying education	group and individual assignments / activity during classes

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Basics of Marketing

lecture

2 ECTS

Teaching methods	lecture
Method of veryfying education	exam

OBJECTIVES

To familiarize students with the concept of marketing, its place in the field of management and quality sciences, and its application in economic practice.

COURSE CONTENT

- The concept of marketing – overview of concepts.
- Market segmentation.
- Buyer behavior in the context of the purchasing process.
- Marketing objectives.
- Positioning of the offer.
- Marketing strategies.
- Product strategies.
- Pricing strategies.
- Distribution strategies.
- Promotion strategies.
- Evaluation of the effects of marketing activities in a company.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- understands the essence of marketing and defines its tasks, functions, and objectives.
- knows and understands the importance of marketing strategies for organizations.
- understands the reasons for consumer behavior in the context of marketing activities.

In terms of skills:

- independently segments the market and adapts the appropriate marketing mix tools to specific situations.
- is able to perform a marketing analysis of an organization.

In terms of social competencies:

- is ready to cooperate effectively in order to accomplish tasks.
- demonstrates a critical attitude towards the behavior of organizations using marketing tools.
- is ready to respect ethical standards in the organization's marketing activities.

Basics of Marketing

exercises

2 ECTS

Teaching methods	·case study / ·individual case study / didactic discussion / presentations
Method of veryfying education	assignments / activity during classes

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Knowledge of the State and Law

exercises

2 ECTS

Teaching methods	·simulations / discussion / problem solving / project method
Method of veryfying education	project / assignments / activity in classes

OBJECTIVES

To present the processes related to the creation, application, and enforcement of law, as well as the practical application of the acquired knowledge, e.g., in the context of analyzing legal texts and protecting intellectual property. To learn the terminology, concepts of legal language.

COURSE CONTENT

- Introductory issues – concepts in the field of legal sciences and their use in management and quality sciences.
- Separation of powers – concept and significance. Analysis of selected constitutional provisions in the context of freedom to conduct business activity.
- Main principles of the civil law system. Work on selected case law. Main principles of the common law system. Work on a case study.
- Court rulings as a source of law. Analysis of Supreme Court and Constitutional Tribunal rulings in Poland, with particular emphasis on rulings in the field of administrative and economic law.
- The rule of law and codes of professional ethics for judges, prosecutors, and attorneys. The rule of law and entrepreneurs.
- Between law and morality. Selected issues of legal norms and their links to ethics and morality in business.
- Evaluation and criticism of selected Polish legal norms. Basics of writing glosses on judgments, with particular emphasis on norms concerning freedom of economic activity.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- knows how to obtain information about law and its application in management and quality sciences.
- lists the principles of interpreting legal provisions and legal reasoning.

In terms of skills:

- is able to obtain information about derivative and complex legal situations and attempts to interpret them based on applicable legal provisions.
- is able to construct precise and coherent oral and written statements on a given topic.
- searches for and qualifies standards of conduct regulating specific areas of social life

In terms of social competencies:

- formulates ethical problems related to work in a management position and seeks optimal and lawful solutions and opportunities to correct unethical behavior by lawyers.
- shows interest in current issues in democratic societies. Is able to discuss institutional issues.
- actively participates in events related to legal culture in the broad sense. Is able to work in a group, taking on various roles. Is able to create projects for the social and business environment.

Knowledge of the State and Law

project

2 ECTS

Teaching methods	·simulations / discussion / problem solving / project method
Method of veryfying education	project / assignments / activity in classes

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Basics of Economics/Microeconomics

lecture

2 ECTS

Teaching methods	lecture / seminar
Method of veryfying education	exam

OBJECTIVES

To acquire knowledge of mechanisms and methods of analysis in the field of economics. Acquire the ability to use economic concepts to interpret the main phenomena and processes occurring in the modern market economy. Acquiring the ability to use economic theories in practical activities. To create a basis for acquiring further knowledge in the field of economic aspects of the functioning of economic entities.

COURSE CONTENT

- Subject of interest in economics and key concepts.
- Households, businesses, and the state as participants in economic life.
- Selected tools of economic analysis.
- Sources of economic data and information.
- The market mechanism of supply and demand.
- Selected macroeconomic categories.
- Measures of economic performance.
- The state, the state budget, fiscal policy.
- Monetary and credit system.
- Unemployment and inflation.
- Business cycle.
- Macroeconomics of an open economy
- Globalization, its dimensions and consequences.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- knows the subject of research and functions of economics and its place among social sciences
- knows the concepts and laws of economics and understands the principles of a market economy, as well as how and to what extent they determine the functioning of enterprises
- has economic knowledge in the field of economic aspects of management

In terms of skills:

- is able to use economic concepts, including the identification and interpretation of problems in this area
- is able to find and analyze data on economic situations and processes and use the conclusions from this analysis in professional activities in the field of management
- is able to prepare and carry out work in various areas of economics and present its results

In terms of social competencies:

- demonstrates an entrepreneurial and innovative attitude, seeking solutions to economic problems
- is ready to take on various roles within a team and demonstrates responsibility for both their own actions and those of the entire team
- is open to different theoretical and methodological perspectives in scientific research

Basics of Economics/Microeconomics

exercises

2 ECTS

Teaching methods	didactic discussion / problem solving / group work and individual work
Method of veryfying education	assignments / activity during classes

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