



POZNAŃ UNIVERSITY
OF ECONOMICS
AND BUSINESS

**COURSE INFORMATION
AND SCHEDULES FOR
AUTUMN 2024/2025**

Courses for exchange students (SCHEDULE 1)

No.	Course code	Course name	Name of the lecturer	ECTS	Contact hours
1.	EX	Cultural Differences in International Marketing	prof. dr hab. M. Bartosik-Purgat	4,0	30
2.	EX	Corporate finance	dr hab. J. Rój, prof. UEP	4,0	30
3.	EX	Electronic business: strategies and cases	dr D. Wilusz	6,0	60
4.	EX	Eurologistics	dr Z. Bentyn	4,0	30
5.	EX	Hedge Funds	dr hab. K. Perez, prof. UEP	4,0	30
6.	EX	History and Culture of Poland	dr hab. I. Musiałkowska, prof. UEP, dr G Mazur	3,0	30
7.	EX	International Negotiation and Contracting	dr hab. R. Śliwiński, prof. UEP	4,0	30
8.	EX	Internationalisation of Small and Medium Sized Enterprises	dr hab. R. Śliwiński, prof. UEP	4,0	30
9.	EX	Leadership	prof. Dr hab. J. Fazlagić	4,0	30
10.	EX	Marketing Strategies - Polish Cases and Experience	mgr M. Szaban, dr hab. M. Stefańska, prof. UEP	4,0	30
11.	EX	Methods and Instruments of Marketing Communication	mgr M. Szaban, dr hab. M. Stefańska, prof. UEP	4,0	30
12.	EX	Organizational Behaviour	dr hab. A. Ignyś, prof. UEP	4,0	30
13.	EX	Polish Language Course for Beginners	mgr M. Bystrzanowska	6,0	60
14.	EX	Strategic management	dr M. Brzozowski	3,0	30

Schedule 1

Courses for exchange students

Autumn semester 2024/2025

Monday	Tuesday	Wednesday	Thursday	Friday
<p>09:45-11:15 Organizational behaviour (Lecture) Room 0.5 D Dr hab. A. Ignys, prof. UEP</p>	<p>08:00-09:30 Hedge funds (Lecture) Room 0032 A Dr hab. K. Perez, prof. UEP</p>	<p>11:30-13:00 History and Culture of Poland (Lecture) Room 611 Altum Dr hab. I. Musialkowska, prof UEP Dr G. Mazur</p>	<p>11:30-13:00 Strategic Management (Lecture) Room 2.2 D Dr M. Brzozowski</p>	<p>07:50-09:20 Polish language course for beg. (Class) Room 110 E Mgr M. Bystrzanowska GROUP 1</p>
<p>11:30-13:00 Corporate finance (Lecture) Room 0.5 D Dr hab. J. Rój, prof UEP</p>	<p>09:45-11:15 Leadership (Lecture) Room 0032 A Prof. dr hab. J. Fazlagić</p>	<p>13:15-14:45 Marketing Strategies ... (Lecture) Room 911 Altum Mgr M. Szaban Dr hab. M. Stefańska, prof. UEP</p>	<p>13:15-14:45 Eurologistics (Lecture) Room 214 B Dr Z. Bentyn</p>	<p>09:30-11:00 Polish language course for beg. (Class) Room 110 E Mgr M. Bystrzanowska GROUP 2</p>
<p>13:15-14:45 Int.neg.and contr. (Lecture) Room 0.5 D Dr hab. R. Śliwiński, prof UEP</p>	<p>11:30-13:00 Cult.diff.in.marketing (Lecture) Room 1711 Altum Prof. dr hab. M. Bartosik-Purgat</p>	<p>15:00-16:30 Polish language course for beg. (Class) Room 307 E Mgr M. Bystrzanowska GROUP 1</p>	<p>15:00-16:30 Polish language course for beg. (Class) Room 110 E Mgr M. Bystrzanowska GROUP 2</p>	<p>11:10-14:20 Electronic business (Lab) Room 0.11 D Dr D. Wilusz</p>
<p>15:00-16:30 Int.of the Small and M. (Lecture) Room 0.5 D Dr hab. R. Śliwiński, prof. UEP</p>		<p>16:45-18:15 Methods and Instr.of... (Lecture) Room 316 B Mgr M. Szaban Dr hab. M. Stefańska, prof. UEP</p>		

GROUPS FOR POLISH LANGUAGE

Group 1 – surnames from A to H

Group 2 – surnames from I - Z

Courses in English from Polish programmes (Schedule 2)

These courses belong to different programmes. Schedules may overlap.

No.	Course code	Course name	Name of the Lecturer	Level	ECTS	Contact hours
1.	FAI-3-I	Private asset and wealth management	Dr hab. K. Perez, prof. UEP, Dr K. Bernier	Bachelor	3,0	30
2.	KP-E-3-I	Tax systems in the EU member states	Dr hab. M. Hybka, prof. UEP	Bachelor	3,0	30
3.	L-3-I	Project management in logistics	Dr S. Konecka	Bachelor	3,0	30
4.	MSG-3-I	Project management in logistics	Dr S. Konecka	Bachelor	3,0	30
5.	PS-3-I	Labour Market & Gender Inequalities	Dr hab. B. Kalinowska-Sufinowicz, prof. UEP	Bachelor	3,0	30
6.	E-3-1	Methods and techniques of decision making in business	Dr hab. A. Ziomek, prof. UEP	Bachelor	3,0	30

Schedule 2

Courses in English from Polish programmes

These courses belong to different programmes. Schedules may overlap.

Monday	Tuesday	Wednesday	Thursday	Friday
	13:15-14:45 Methods and techniques... (Lecture) Room 215 B Dr hab. A. Ziomek, prof. UEP	11:30-14:00 Labour Market & Gender Inequal. (Lecture) Room 306 A Dr hab. B. Kalinowska-Sufinowicz, prof. UEP		
09:45-11:15 Project management in logistics (MSG-3-1) (Lecture)** Room 16 Altum Dr S. Konecka		13:15-14:45 Tax syst.in the EU... (Lecture) Room 2.1 D Dr hab. M. Hybka, prof. UEP		
13:15-14:45 Private Asset... (Lecture) Room 1.1 D Dr hab. K. Perez, prof. UEP Dr K. Bernier				
13:15-14:45 Project management in Logistics (L-3-1) (Lecture)** Room 210 B Dr S. Konecka				

*classes only in the first half of the semester

**these are courses from different programs, you only need to attend one of them

***classes held on: 7.10 - 13:15-14:45, 21.10, 4.11, 18.11 – 15:15-16:30, 25.11 – 13:15-14:00

Bachelor in Business Administration- Bachelor programme

Year I

Autumn semester 2024/2025

I year	Course code	Course name	Name of the lecturer	Contact hours	ECTS
1.	BBA-1-I	Academic discourse and study skills	Dr J. Furmańczyk Dr A. Bemaciak	30	3,0
2.	BBA-1-I	Computer information system in business	Dr hab. A. Filipowska, prof. UEP	15	1,0
3.	BBA-1-I	Fundamentals of finance*	Dr hab. K. Sobański, prof. UEP	15+30	5,0
4.	BBA-1-I	Fundamentals of law	Dr A. Rabczun	30	3,0
5.	BBA-1-I	Fundamentals of management*	Dr hab. M. Ratajczak-Mrozek, prof. UEP Dr A. Kania	15+30	5,0
6.	BBA-1-I	Mathematics*	Dr I. Śliwa	30+30	7,0
7.	BBA-1-I	Microeconomics*	Dr hab. M. Konopczyński, prof. UEP	30+30	6,0

*Courses consist of lectures and classes

Schedule 3

Bachelor in Business Administration- Bachelor programme

Year I

Autumn semester 2024/2025

Monday	Tuesday	Wednesday	Thursday	Friday
11:30-13:00 Mathematics (Lecture) Room 3.2 D Dr I. Śliwa	13:15-14:45 Microeconomics (Lecture) Room 218 C Dr hab. M. Konopczyński, prof. UEP	08:50-10:20 Academic discourse&study skills (Lecture) Room 3.2 D Dr J. Furmańczyk Dr A. Bemaciak	08:45-09:30 Fundamentals of finance (Lecture) Room 3.1 D Dr hab. K. Sobański, prof. UEP	
13:15-14:45 Mathematics (Class) Room 3.2 D Dr I. Śliwa	15:00-16:30 Microeconomics (Class) Room 218 C Dr hab. M. Konopczyński, prof. UEP	10:30-11:15 Fundamentals of management (Lecture) Room 3.2 D Dr hab. M. Ratajczak-Mrozek, prof. UEP	09:45-11:15 Fundamentals of finance (Class) Room 3.1 D Dr hab. K. Sobański, prof. UEP	
	16:40-17:25 Comp. inform. system in business (Lecture) Room 0.5 D Dr hab. A. Filipowska, prof. UEP	11:30-13:00 Fundamentals of law (Lecture) Room 0.4 D Dr A. Rabczun	11:30-13:00 Fundamentals of management (Class) Room 3.1 D Dr A. Kania	

Bachelor in Business Administration- Bachelor programme

Year II

Autumn semester 2024/2025

II year	Course code	Course name	Name of the lecturer	Contact hours	ECTS
1.	BBA-2-I	Cultural diversity *	Prof. Dr hab. M. Bartosik-Purgat Mgr M. Guzek	30+30	5,0
2.	BBA-2-I	International economic relations*	Dr Ł. Bryl	30+30	5,0
3.	BBA-2-I	Managerial accounting*	Dr M. Ciołek	15+30	6,0
4.	BBA-2-I	International strategic management*	Dr hab. K. Mroczek-Dąbrowska, prof. UEP Prof. M. Johanson Mgr A. Linkiewicz	30+30	6,0
5.	BBA-2-I	Digital marketing in international marketplace*	Dr M. Wieczerzycki Dr M. Soniewicki	15+30	4,0
6.	BBA-2-I	Foreign market entry and growth	Mgr A. Linkiewicz	30	2,0

***Courses consist of lectures and classes**

Schedule 4

Bachelor in Business Administration- Bachelor programme

Year II Group 08

Autumn semester 2024/2025

Monday	Tuesday	Wednesday	Thursday	Friday
09:45-11:15 Cultural diversity (Lecture) Room 2.1 D Prof. Dr hab. M. Bartosik-Purgat	12:15-13:00 Managerial accounting (Lecture) Room 3.2 D Dr M. Ciołek	15:00-17:15 (30.10.2024) International strategic man (Lecture) Room 911 Altum	13:15-14:45 Foreign market entry and growth (Lecture)* Room 1611 Altum Mgr A. Linkiewicz	08:45-14:00 (25.10.2024) International strategic man (Lecture)
12:15-13:00 Digital marketing in inter. Mark. (Lecture) Room 811 Altum Dr M. Soniewicki Dr M. Wieczerzycki	13:15-14:45 International economic relations (Lecture) Room 3.2 D Dr Ł. Bryl	Dr hab. K. Mroczek-Dąbrowska prof. UEP Prof. M. Johanson	13:15-18:15 (24.10.2024) International strategic man (Lecture) Room 1611 Altum Dr hab. K. Mroczek-Dąbrowska, prof. UEP Prof. M. Johanson	Room 3.1 D Dr hab. K. Mroczek-Dąbrowska, prof. UEP Prof. M. Johanson
13:15-14:45 Cultural diversity & cust. beh (Class) Room 1311 Altum Mgr M. Guzek	15:00-16:30 International economic relations (Class) Room 3.2 D Dr Ł. Bryl		15:00-16:30 International strategic man (Lecture)** Room 1611 Altum Dr hab. K. Mroczek-Dąbrowska, prof. UEP	
15:00-16:30 Digital marketing in inter. mark (Class) Room 811 Altum Dr M. Wieczerzycki	16:45-18:15 Managerial accounting (Class) Room 0.4 D Dr M. Ciołek		16:45-18:15 International stretegic man (Class)*** Room 1611 Altum Mgr. A. Linkiewicz	

*classes from 24.10 will be held 12.12. at 15:00-16:30

**classes will be held 3.10, 10.10, 17.10, 7.11, 14.11, 21.11, 28.11, 5.12, last classes at 15:00-15:45

***classes from 24.10 will be held 19.12 at 15:00-16:30

Schedule 5

Bachelor in Business Administration- Bachelor programme

Year II Group 09

Autumn semester 2024/2025

Monday	Tuesday	Wednesday	Thursday	Friday
09:45-11:15 Cultural diversity (Lecture) Room 2.1 D Prof. Dr hab. M. Bartosik-Purgat	12:15-13:00 Managerial accounting (Lecture) Room 3.2 D Dr M. Ciołek	15:00-17:15 (30.10.2024) International strategic man (Lecture) Room 911 Altum	13:15-14:45 Foreign market entry and growth (Lecture)* Room 1611 Altum Mgr A. Linkiewicz	08:45-14:00 (25.10.2024) International strategic man (Lecture)
12:15-13:00 Digital marketing in inter. Mark. (Lecture) Room 811 Altum Dr M. Soniewicki Dr M. Wieczerzycki	13:15-14:45 International economic relations (Lecture) Room 3.2 D Dr Ł. Bryl	Dr hab. K. Mroczek-Dąbrowska prof. UEP Prof. M. Johanson	13:15-18:15 (24.10.2024) International strategic man (Lecture) Room 1611 Altum Dr hab. K. Mroczek-Dąbrowska, prof. UEP Prof. M. Johanson	Room 3.1 D Dr hab. K. Mroczek-Dąbrowska, prof. UEP Prof. M. Johanson
13:15-14:45 Digital marketing in inter. mark (Class) Room 811 Altum Dr M. Wieczerzycki	15:00-16:30 Managerial accounting (Class) Room 0.4 D Dr M. Ciołek		15:00-16:30 International strategic man (Lecture)** Room 1611 Altum Dr hab. K. Mroczek-Dąbrowska, prof. UEP	
15:00-16:30 Cultural diversity & cust. beh (Class) Room 1311 Altum Mgr M. Guzek	16:45-18:15 International economic relations (Class) Room 3.2 D Dr Ł. Bryl		16:45-18:15 International stretegic man (Class)*** Room 1611 Altum Mgr. A. Linkiewicz	

*classes from 24.10 will be held 12.12. at 15:00-16:30

**classes will be held 3.10, 10.10, 17.10, 7.11, 14.11, 21.11, 28.11, 5.12, last classes at 15:00-15:45

***classes from 24.10 will be held 19.12 at 15:00-16:30

Bachelor in Business Administration- Bachelor programme

Year III

Autumn semester 2024/2025

III year	Course code	Course name	Name of the lecturer	Contact hours	ECTS
1.	BBA-3-I	Cultural diversity and customer behaviour*	Prof. dr hab. M. Bartosik-Purgat, Mgr M. Guzek	30+30	5,0
2.	BBA-3-I	International trade	Prof.dr hab. B. Stępień	30	3,0
3.	BBA-3-I	Applied project management*	Dr M. Brzozowski	15+30	4,0
4.	BBA-3-I	Business financing	Dr hab. I. Musiałkowska, prof. UEP, Dr hab. P. Idczak, prof. UEP	30	3,0
5.	BBA-3-I	Currency trading and intermarket analysis	Dr P. Wybieralski	30	3,0

*Courses consist of lectures and classes

Schedule 6

Bachelor in Business Administration- Bachelor programme

Year III

Autumn Semester 2024/2025

Monday	Tuesday	Wednesday	Thursday	Friday
09:45-11:15 Cultural diversity & cust.beh. (Lab) Room 2.2 D Mgr M. Guzek	15:00-15:45 Applied project management (Lecture) Room 408 A Dr M. Brzozowski	08:00-09:30 Currency trading & int. analysis (Lecture) Room 2.17 D Dr P. Wybieralski	09:45-11:15 International trade (Lecture) Room 2.1 D Prof.dr hab. B. Stępień	
11:30-13:00 Cultural diversity & cust.beh. (Lecture) Room 2.1 D Prof. dr hab. M. Bartosik-Purgat	15:50-17:20 Applied project management (Class) Room 408 A Dr M. Brzozowski			
15:00-16:30 Business financing (Lec) Room 218 C Dr hab. I. Musiałkowska, prof. UEP Dr hab. P. Idczak, prof. UEP				

Finance – Bachelor programme

Year I

Autumn semester 2024/2025

I year	Course code	Course name	Name of the lecturer	Contact hours	ECTS
1.	F-1-I	Financial instruments and markets	Dr H. Kołodziejczyk	30	5,0
2.	F-1-I	Fundamentals of law	Dr A. Rabczun	30	3,0
3.	F-1-I	Management	Dr hab. A. Ignyś, prof. UEP	30	3,0
4.	F-1-I	Mathematics*	Dr A. Wójcicka-Wójtowicz	30+30	6,0
5.	F-1-I	Microeconomics*	Dr hab. A. Poczta-Wajda, prof. UEP Dr S. Huderek-Glapska	30+30	6,0
6.	F-1-I	Principles of accounting	Dr Ł. Matuszak Dr M. Mazurowska	30	4,0

*Courses consist of lectures and classes

Schedule 7

Finance – Bachelor programme

Year I

Autumn semester 2024/2025

Monday	Tuesday	Wednesday	Thursday	Friday
08:00-09:30 Mathematics (Lecture) Room 0032 A Dr A. Wójcicka-Wójtowicz	09:45-11:15 Microeconomics (Lecture) Room 1211 Altum Dr hab. A. Poczta-Wajda, prof. UEP Dr S. Huderek-Glapska		15:00-16:30 Financial instruments and market (Lecture) Room 004 A Dr H. Kołodziejczyk	
09:45-11:15 Mathematics (Class) Room 0032 A Dr A. Wójcicka-Wójtowicz	11:30-13:00 Microeconomics (Class) Room 1211 Altum Dr hab. A. Poczta-Wajda, prof. UEP Dr S. Huderek-Glapska		16:45-18:15 Fundamentals of law (Lecture) Room 004 A Dr A. Rabczun	
	13:15-14:45 Management (Lecture) Room 1211 Altum Dr hab. A. Ignyś, prof. UEP		18:30-20:00 Principles of accounting (Lecture) Room 004 A Dr Ł. Matuszak Dr M. Mazurowska	

Finance – Bachelor programme

Year II

Autumn semester 2024/2025

II year	Course code	Course name	Name of the lecturer	Contact hours	ECTS
1.	F-2-I	Statistics*	Dr hab. G. Dehnel, prof. UEP Dr W. Roszka	30+30	6,0
2.	F-2-I	Banking*	Dr hab. A. Iwańczuk-Kaliska, prof. UEP Dr A. Warchlewska	30+30	6,0
3.	F-2-I	Financial reporting*	Dr Ł. Matuszak Dr hab. K. Romanchuk	15+30	5,0
4.	F-2-I	Fundamentals of insurance*	Dr hab. P. Manikowski, prof. UEP	30+15	5,0
5.	F-2-I	Corporate Finance*	Dr hab. T. Jewartowski, prof. UEP	30+30	6,0

*Courses consist of lectures and classes

Schedule 8

Finance – Bachelor programme

Year II

Autumn semester 2024/2025

Monday	Tuesday	Wednesday	Thursday	Friday
	09:45-11:15 Banking (Class) Room 1430 Altum Dr A. Warchlewska	08:00-09:30 Statistics (Lecture) Room 1311 Altum Dr hab. G. Dehnel, prof. UEP	11:30-13:00 Statistics (Class) Room 3.17 D Dr W. Roszka	
	11:30-13:00 Banking (Lecture) Room 1218 Altum Dr hab. A. Iwańczuk-Kaliska, prof. UEP	09:45-11:15 Corporate Finance (Lecture) Room 1311 Altum Dr hab. T. Jewartowski, prof. UEP	13:15-14:45 Fundamentals of Ins. (Lecture) Room 1218 Altum Dr hab. P. Manikowski, prof. UEP	
	13:10-13:55 Financial Reporting (Lecture) Room 1218 Altum Dr Ł. Matuszak	11:30-13:00 Corporate Finance (Class) Room 1311 Altum Dr hab. T. Jewartowski, prof. UEP	14:55-15:40 Fundamentals of Ins. (Class) Room 1218 Altum Dr hab. P. Manikowski, prof. UEP	
	14:00-15:30 Financial Reporting (Class) Room 1218 Altum Dr hab. K. Romanchuk			

Finance – Bachelor programme

Year III

Autumn semester 2024/2025

III year	Course code	Course name	Name of the lecturer	Contact hours	ECTS
1.	F-3-I	Valuation of financial instruments*	Dr H. Kołodziejczyk	30+30	4,0
2.	F-3-I	Monetary and fiscal policy	Dr hab. K. Marchewka-Bartkowiak, prof. UEP	30	2,0
3.	F-3-I	Alternative investments	Dr P. Grobelny Dr M. Łukowski	30	2,0
4.	F-3-I	Banking systems	Dr A. Warchlewska	30	3,0
5.	F-3-I	Consolidated financial statements	Prof. dr hab. M. Remlein	30	3,0
6.	F-3-I	Economics of happiness	Dr hab. P. Michoń, prof. UEP	30	3,0
7.	F-3-I	Investment funds	Dr hab. K. Perez, prof. UEP	30	3,0

*Courses consist of lectures and classes

Schedule 9

Finance – Bachelor programme

Year III

Autumn semester 2024/2025

Monday	Tuesday	Wednesday	Thursday	Friday
	09:45-11:15 Investment Funds (Lecture) Room 1222 Altum Dr hab. K. Perez, prof. UEP	09:45-11:15 Monetary & fiscal policy (Lecture) Room 1430 Altum Dr hab. K. Marchewka-Bartkowiak, prof. UEP	09:45-11:15 Valuation of financial instr.(Lecture) Room 1311 Altum Dr H. Kołodziejczyk	
	11:30-13:00 Banking systems (Lecture) Room 1430 Altum Dr A. Warchlewska	11:30-13:00 Consolidated Financial Stat. (Lecture) Room 1430 Altum Prof. Dr hab. M. Remlein	13:15-14:45 Valuation of financial instr. (Class) Room 316 B Dr H. Kołodziejczyk	
	13:15-14:45 Alternative investments (Lecture) Room 1430 Altum Dr P. Grobelny Dr M. Łukowski	13:15-14:45 Economics of Happiness (Lecture) Room 1430 Altum Dr hab. P. Michoń, prof. UEP		

Innovation Management – Master programme

Year I

Autumn semester 2024/2025

II year	Course code	Course name	Name of the lecturer	Contact hours	ECTS
1.	IM-1-II	Behavioral Economics*	Dr M. Lewicki	15+30	5,0
2.	IM-1-II	Marketing*	Dr hab. J. Mikołajczyk, prof. UEP Dr A. Szymkowiak, prof. UEP	30+15	4,0
3.	IM-1-II	Strategic Planning	Dr M. Brzozowski	30+30	4,0
4.	IM-1-II	Principles of Entrepreneurship	Prof. dr hab. A. Gawęł	30+15	4,0
5.	IM-1-II	Management Theories*	Dr hab. A. Ignyś, prof. UEP	30+15	4,0
6.	IM-1-II	Qualitative Methods in market analysis*	Dr hab. I. Olejnik, prof. UEP Dr K. Suszyńska	15+15	3,0
7.	IM-1-II	Knowledge Based Economy*	Prof. dr hab. J. Fazlagić	15+15	3,0
8.	IM-1-II	Creativity in management	Dr A. Szymkowiak, prof. UEP	30	3,0

*Courses consist of lectures and classes

Schedule 10

Innovation Management – Master programme

Year I

Autumn semester 2024/2025

Monday	Tuesday	Wednesday	Thursday	Friday
11:30-13:00 Creativity in Management (Lecture) Room 2.2 D Dr A. Szymkowiak, prof. UEP	08:00-08:45 Knowledge Based Economy (Lecture) Room 113 B Prof. dr hab. J. Fazlagić	08:00-09:30 Principles of Entrepreneurship (Lecture) Room 214 B Prof. dr hab. A. Gawęł	13:15-14:45 Strategic Planning (Lecture) Room 025 B Dr M. Brzozowski	
13:15-14:45 Management Theories (Lecture) Room 2.2 D Dr hab. A. Ignyś, prof. UEP	08:50-09:35 Knowledge Based Economy (Class) Room 113 B Prof. dr hab. J. Fazlagić	09:40-10:25 Principles of Entrepreneurship (Class) Room 214 B Prof. dr hab. A. Gawęł	15:00-16:30 Strategic Planning (Class) Room 115 B Dr M. Brzozowski	
14:55-15:40 Management Theories (Class) Room 2.2 D Dr hab. A. Ignyś, prof. UEP	09:40-10:25 Qualitative Methods in market An (Lecture) Room 025 B Dr hab. I. Olejnik, prof. UEP Dr K. Suszyńska	10:35-11:20 Behavioral Economics (Lecture) Room 0.4 D Dr M. Lewicki	16:45-18:15 Behavioral Economics (Class) Room 214 B Dr M. Lewicki	
15:45-16:30 Marketing (Class) Room 2.2 D Dr A. Szymkowiak, prof. UEP	10:30-11:15 Qualitative Methods in market An (Class) Room 025 B Dr hab. I. Olejnik, prof. UEP Dr K. Suszyńska			
	11:30-13:00 Marketing (Lecture) Room 113 B Dr hab. J. Mikołajczyk, prof. UEP			

Innovation Management – Master programme

Year II

Autumn semester 2024/2025

II year	Course code	Course name	Name of the lecturer	Contact hours	ECTS
1.	IM-2-II	ShopLab research*	Dr hab. S. Białowąs, prof. UEP Dr K. Suszyńska	15+30	4,0
2.	IM-2-II	Ethics*	Dr D. Luty Dr hab. M. Stefańska, prof. UEP	15+15	3,0
3.	IM-2-II	E-marketing*	Dr A. Szymkowiak, prof. UEP	15+15	3,0
4.	IM-2-II	Database technology in business	Dr D. Wilusz	30	3,0
5.	IM-2-II	Merchandising*	Dr hab. B. Borusiak, prof. UEP Dr hab. B. Pierański, prof. UEP	15+15	3,0
6.	IM-2-II	Business Intelligence	Mgr J. Gromadziński Mgr inż. M. Śliwicky	30	3,0
7.	IM-2-II	Marketing Metrics	Dr hab. B. Pierański, prof. UEP	30	3,0
8.	IM-2-II	Multimedia applications in business	Mgr M. Maik Mgr C. Leszczyński	30	3,0

*Courses consist of lectures and classes

Schedule 11

Innovation Management – Master programme

Year II

Autumn semester 2024/2025

Monday	Tuesday	Wednesday	Thursday	Friday
11:30-13:00 Multimedia applications (Lecture) Room 1.18 D Mgr M. Maik Mgr C. Leszczyński	11:25-12:10 Shoplab Research (Lecture) Room 304 A Dr hab. S. Białowąs, prof. UEP		09:35-10:20 Merchandising (Lecture) Room 307 A Dr hab. B. Borusiak, prof. UEP	
13:10-13:55 E-marketing (Lecture) Room 303 A Dr A. Szymkowiak, prof. UEP	12:15-13:45 Shoplab Research (Class) Room 304 A Dr hab. S. Białowąs, prof. UEP Dr K. Suszyńska		10:30-11:15 Ethics (Class) Room 307 A Dr D. Luty	
14:00-14:45 E-marketing (Class) Room 303 A Dr A. Szymkowiak, prof. UEP	14:00-14:45 Ethics (Lecture) Room 315 B Dr hab. M. Stefańska, prof. UEP			
15:00-16:30 Marketing Metrics (Lecture) Room 115 B Dr hab. B. Pierański, prof.. UEP	15:00-16:30 Business Intelligence (Lecture) Room 202 B Mgr J. Gromadziński Mgr inż. M. Śliwicky			
16:40-17:25 Merchandising (Class) Room 203 B Dr hab. B. Pierański, prof. UEP	16:45-18:15 Database technology (Class) Room 3.18 D Dr D. Wilusz			

ACADEMIC CALENDAR

autumn semester 2024/2025

Orientation Day	September 30
Learning Agreement changes deadline	October 14
Lectures	October 1 – February 2
Christmas break	December 23 – January 6
Examination period	February 3 – February 16
Winter break	February 17 – February 23
Resits	February 17 – March 2
Holidays (free days)	November 1, November 11, January 6
Additional free days	October 31
Following Monday's class schedule	November 12 (Tue), January 8 (Wed)