



Outline of the Courses for Management related studies (International Management, Aviation Management and General Aviation)

Summer semester 2022/2023

English Language (BA degree – 4 ECTS, MA degree – 4 ECTS)	
Laboratory	<ul style="list-style-type: none"> - Developing vocabulary in accordance with the textbook applicable at a given level, taking into account the vocabulary from the field of science and scientific disciplines relevant to the field of study; - Grammatical structures according to the textbook applicable at a given level; - Practicing the comprehension of written text in accordance with the textbook applicable at a given level, taking into account topics in the field of science and scientific disciplines relevant to the field of study; - Practicing listening comprehension in accordance with the textbook applicable at a given level; - Developing the ability to prepare oral statements (e.g. presentations) in accordance with the textbook applicable at a given level, taking into account topics in the field of science and scientific disciplines relevant to the field of study; - Developing the ability to prepare written statements in accordance with the textbook applicable at a given level, taking into account topics in the field of science and scientific disciplines relevant to the field of study.
Mathematics (BA degree - 4 ECTS)	
Lecture	<ul style="list-style-type: none"> - Properties of functions and operations on functions. Overview of elementary functions; - Limit of a function and the continuity of a function; - Derivatives of functions and its interpretation. Differentiability of functions; - Applications of the derivative; - Elements of the study of the course of function variability; - Indefinite integral; - The definite integral and its applications; - Application of differential and integral calculus in various fields of science.
Recitation class	<ul style="list-style-type: none"> - Properties of functions; - Limit of function; - Derivative of a function; - Elements of the study of the variability of functions (local extremes, monotonicity intervals, intervals of convexity, asymptotes); - Indefinite integral and methods of integration definite integral; - The definite integral and its application (calculating areas of plane figures) Applications of integral calculus.
e-learning	<ul style="list-style-type: none"> - Limits of functions, including indeterminate forms and l'Hospital's rule [most important formulas and properties] - Basic derivatives and methods of their calculation - Sketching a curve steps to plot a graph of a given function - Basic indefinite integrals and methods of their calculation - Newton-Leibniz theorem and calculating the area between given curves

Statistical Methods in Management (BA degree - 4 ECTS)

Lecture	<ul style="list-style-type: none"> - The subject, functions and tasks of statistics. Types of statistical research; - Structure analysis based on classical and positional parameters; - Analysis of the interdependence of mass phenomena; - Analysis of the dynamics of phenomena - trends and their types, indexing methods; - Verification of statistical hypotheses.
Laboratory	<ul style="list-style-type: none"> - Structure analysis based on classical and positional parameters; - Analysis of the interdependence of mass phenomena; - Analysis of the dynamics of phenomena - trends and their types, indexing methods; - Verification of statistical hypotheses.
Project	Data analysis using the methods learned in class - independent selection of the variable/variables for analysis.

Fundamentals of Finance (BA degree - 3 ECTS)

Lecture	<ul style="list-style-type: none"> - Finances and classification of financial phenomena (Systematics of basic financial categories, including revenue, income, cost-expenditure, tax and debt categories); - Percentage account (Percentage, interest rate and percentage points. Limits of interest rate fluctuations. Generic categories of interest rates. Simple interest and compound interest); - Time value of money (Future value of money. Current value of money. Annuity. Future value of the sum of annuity payments. Current value of the sum of annuity payments); - Construction of financial statements (Basics of construction of the balance sheet. Profit and loss account and approaches to its construction. Cash flow statement and its informative value); - Introduction to methods of assessing the profitability of investment projects (Methods for calculating investment effectiveness. Simple methods and discount methods for assessing investment projects); - Income rate, risk and liquidity in the capital market (Types of financial instruments. Investment income rate. Investment risk and its categories. Investment liquidity).
Recitation class	<ul style="list-style-type: none"> - Analysis of basic financial phenomena including the use of known financial categories of revenue, income, cost and expenditure, tax and debt; - Application of percentage account. Percentage and interest rate. Categories of interest rates. Simple and compound interest; - Estimating the time value of money. Future and present value of money. Recurring payments - Annuities. Future value and present value of the sum of annuity payments; - Construction and analysis of financial statements: balance sheet, profit and loss account and cash flow statement; - Introduction to methods of assessing the profitability of investment projects. Simple methods and discount methods of investment projects evaluation; - The rate of investment income (Classification of financial instruments and the calculation of the rate of return on investment).

Financial Markets (BA degree - 2 ECTS)

Laboratory	<ul style="list-style-type: none"> - Introduction to financial markets. Types of financial markets. The most important institutions. Introduction to the project; - Investment risk and expected rate of return; - Foreign exchange market and other markets; - Fundamental analysis; - Basic principles of technical analysis. Formations in technical analysis; - Basic indicators used in technical analysis; - Practical aspects of investing. Application of MetaTrader4 platform to realise individual investment strategy.
-------------------	--

Fundamentals of Macroeconomics (BA degree - 4 ECTS)

Lecture	<ul style="list-style-type: none"> - Introduction. Economists' disputes. Main macroeconomic events of the last century. Measurement of economic changes. National accounts. GDP decomposition. Basic macroeconomic identities; - Economic growth and development. Theory and empirics of economic growth. Statistical data and economic theory. Decomposition of the economic time series. Business cycle and potential output; - Aggregate demand and the basics of the short-run macroeconomics. Short-run equilibrium in the goods and services market. Keynesian multiplier mechanism. Fiscal policy. Empirical references - business cycle; - Money and the banking system. Tasks of the central bank. Interest rates and monetary policy transmission. The IS-LM model; - Labour market. Measuring the situation in the labour market. Flows and stocks in the labour market. Unemployment and participation. Neoclassical model of the labour market and causes of unemployment. Beveridge curve; frictions and matching in the labour market; - The AD-AS model. Short-run stickiness. Long-run economic growth; - Inflation. Price measures. Causes of inflation. Phillips curve. Impact of expectations on the economy.
Recitation class	<ul style="list-style-type: none"> - Theory of economics and statistical data. Interpretation of statistical data: level, structure and trends. Decomposition of the economic time series; - Measures of economic growth and development. National accounts. GDP decomposition; - Short-run equilibrium in the goods and services market. Keynesian multiplier mechanism; - Interest rates and monetary policy transmission. The IS-LM model; - Labour market. Neoclassical model of the labour market and the Beveridge Curve. Causes of unemployment; - The AD-AS model. The effects of economic shocks; - Inflation. The Phillips Curve.
e-learning	<ul style="list-style-type: none"> - Analysis of a selected press article through the prism of economic theory. - Analysis of selected statistical data from official statistics.

Introduction to Business Analytics (BA degree - 2 ECTS)

Laboratory	<ul style="list-style-type: none"> - Introduction to business analytics - case study analysis; - Basics of data processing in a tabular layout. Search, filter, sort, perform simple calculations using the functions of tables and databases; - Designing data models and creating queries, the basics of using the PowerQuery Editor; - Data analysis using pivot tables. Conducting calculations on sets of records; - Conditional analysis. Data Tables, Scenarios and Search Result; - Data visualization. Selection of the form of visualization for the purpose of the presentation. Good practices in the field of visualization; - Basics of creating dashboards, introduction to Business Intelligence analyzes.
-------------------	---

Corporate Finance (BA degree - 3 ECTS)

Lecture	<ul style="list-style-type: none"> - Investment in corporations: investment project appraisal and the role of capital cost; - Financing in corporations: sources of funds, optimum capital structure and dividend policy; - Working capital: inventories, short-term receivables and liabilities, short-term investment; - Business value as a key financial variable and the architecture of value-based management system.
Recitation class	<ul style="list-style-type: none"> - Investment project appraisal; - Capital structure optimization and cost of capital management; - Net working capital management; - Business valuation techniques.

Operations and Infrastructure at Airports (BA degree - 4 ECTS)	
Tutorial	<ul style="list-style-type: none"> - Airport Law & Regulation - International, European and State level; - Airport System & Environment; - Airport Landside - Infrastructure & Operations; - Airport Airside - Infrastructure & Operations; - Airport safety; - Airport security; - Airport services; - Cargo Airport Airside - Infrastructure & Operations.
Recitation class	<ul style="list-style-type: none"> - Air operations on various airport types; - Safety and security at the airport; - Case study - airport operations optimization; - Influence of laws and regulations on operational management and airport infrastructure management.
Aviation Law (BA degree - 3 ECTS)	
Lecture	<ul style="list-style-type: none"> - Protection of industrial property and the principles of healthy competition among airlines; - Aviation organizations and institutions; - International regulations on security and safety in aviation; - Polish aviation law system; - European aviation law system; - International Aviation Law.
Recitation class	<ul style="list-style-type: none"> - Analysis of legal regulations at international airports; - Passenger rights; - Airline registration procedures; - Analysis and design of Bilateral and Multilateral Aviation Law Agreements.
Accounting (BA degree - 4 ECTS)	
Lecture	<ul style="list-style-type: none"> - Accounting system and its functions; - Accounting principles and techniques; plan of the accounts; balance sheet method; - Accounting for balance sheet operations (journal, general ledger); - Classification of assets and liabilities; - Result operations and measurement of the financial result; - Documentation and records of cash turnover; - Documentation and inventory turnover records; - Documentation and records of receivables.
Project	<ul style="list-style-type: none"> - The student's simulation of the functioning of the enterprise during the first month of operation, including: <ol style="list-style-type: none"> 1. description of the project; 2. company chart of accounts for the company; 3. operations related to the conducted activity for the first; month or quarter (approx. 15-20 operations). 4. trial balance, proper closing balance, profit and loss account, simplified analysis of the company's financial situation.
Recitation class	<ul style="list-style-type: none"> - Enterprise property and sources of its origin; - Information scope of basic financial statements (balance sheet, profit and loss account); - Accounting cycle. A trial balance. Period Closing Balance. Income and costs. Determining the financial result; - Methods of valuation of current assets (FIFO, LIFO and others); - Documentation and records of fixed assets, records and methods of depreciation; - Documentation and records of liabilities; - Equity. Breakdown of the financial result.

Airline Network Management (BA degree - 4 ECTS)

Lecture	<ul style="list-style-type: none"> - Process of strategic planning in airlines- Air traffic structure- Structure of the demand of airline market;- Fleet planning process;- Influence of passengers' behaviors on airline functioning;- Airline networks types;- Air operations planning at Hub airport.
recitation class	<ul style="list-style-type: none"> - Case study - airline network management, European market; - Case study - airline network management, US market; - Case study - airline network management, Asian market; - Case study - airline network management, African market; - Gravity model; - Gap analysis in airline schedule.

Enterprise Organisation Economics (BA degree - 2 ECTS)

Lecture	<ul style="list-style-type: none"> - Introduction to the economics of the organization of the enterprise. Basic analytical concepts; - Organizations. Their types and coordination; - Economics of transaction costs; - Management of contractual relations; - Vertical integration and effective enterprise size; - Business boundaries and administration costs; - Reliable commitments. One-sided and bilateral applications; - Alternative ownership regimes and organization of work in the enterprise; - Organizational forms of corporations. Corporate governance and corporate governance instruments; - Natural monopolies. Dilemmas of the antimonopoly policy.
Project	<ul style="list-style-type: none"> - Analysis methods based on the theory of transaction costs; - Application of the theory of transaction costs in the analysis of the practice of operation of antitrust institutions; - Efficient approach to resolving issues related to economic organization; - Economic analysis of legal acts; - A critical approach to solving problems in the field of economic policy and regulation; - Assessment of the effectiveness of decisions of antimonopoly institutions from the point of view of the economies of selected countries, enterprises and industries.

Airplane Financing (BA degree - 2 ECTS)

Lecture	<ul style="list-style-type: none"> - Introduction to aircraft financing; - An overview of aircraft financing options; - Tools which help to make rational and economically viable decisions on aircraft financing; - Short and long-term consequences of making rational decisions on aircraft financing.
Recitation class	<ul style="list-style-type: none"> - Evaluation of cost-effectiveness of an aircraft purchase through various forms of financing;- Evaluation of cost-effectiveness of a helicopter purchase through different forms of financing;- A comparison of the rationality of decisions on aircraft financing, with the use of different tools, and financing not based on a long-term perspective.

Group Project I (BA degree - 5 ECTS)

Projekt	<ul style="list-style-type: none"> - Basic knowledge of the business plan; - Types of business plans; - Methods of gathering information for business plan; - The project team; - The strategic plan of the project; - Technical plan;- Market analysis; - Financial analysis and methods of financing business; - Management of the business plan.
----------------	---

International Labour Market (BA degree - 6 ECTS)

Lecture	<ul style="list-style-type: none"> - Facts and trends on the labor markets. The labor market and other sectors of the economy. Demography and the labor market. Measures of the situation on the labor market; - Theoretical foundations of labor market analyzes. Demand for labor versus supply of labor. Salaries; - Unemployment and job search. Matching models and mismatch indexes of employers 'and jobseekers' requirements. Active and passive labor market policies; - Human capital. Formal, non-formal and informal education and the labor market. Qualifications and skills (competences); - Analysis and forecast of the situation on the international labor market.
Recitation class	<ul style="list-style-type: none"> - Freedom of movement for people; - The mutual recognition of diplomas; - Equality on the European labor market; - Comparison of the Polish labor market with other member states labor markets.
Project	<ul style="list-style-type: none"> - Conditions of job taking in EU member states. A comparison perspective with Polish labor market.

E-Business and Electronic Services (BA degree - 4 ECTS)

Lecture	<ul style="list-style-type: none"> - E-business domain concepts and buzzwords. Basic building blocks of internet enterprises and internet business model development scenario; - Main categories of business ideas for e-commerce. Efficiency base e-business, product based e-business and niche based e-business. Business logics used in e-commerce solutions; - The rules of thumb for domain selection. How to plan online offer architecture and value proposition; - Revenue generation models and value net structure; - Customer lifecycle management and e-business tools used for all of the stages of buying on-line decision making process;
Laboratory	<ul style="list-style-type: none"> - Case studies analysis for better understanding of e-business domain basic concepts; - Analysis of case studies explaining by example how to plan e-business from scratch. Preparing business case for e-commerce enterprise; - URL brainstorming technique and internet domain selection; - Value proposition - examples analysis of how to use differentiation strategy online; - Defining revenue generation model and value network structure; - Planning e-marketing activities online.

Aviation Project IV (BA degree - 4 ECTS)

Project	<ul style="list-style-type: none"> - Global Aviation Partnership; - Case study - Qantas and Emirates - an example of a global partnership; - Benefit sharing model; - Non-parallel access: Europe, Asia and Africa; - Scanning the aviation market; - PESTLE analysis; - Porter's 5 Forces Analysis; - SWOT analysis.
----------------	---

Safety management (BA degree - 2 ECTS)

Tutorial	<ul style="list-style-type: none"> - Aviation safety yesterday, today and tomorrow; - Threat and security management rules (five steps to deal with the threat); - Risk matrix as a business management tool; - Security Policy and "Just Culture" Policy; - Security management organization; - Identification, management and review of safety factors (SPI); - Safety management system procedures; - Promotion of safety in the airline company.
-----------------	--

Sustainability of Aviation (BA degree - 2 ECTS)	
Project	<ul style="list-style-type: none"> - Introduction to the subject of sustainable development of aviation, its history and main players in the air transport market; - Aviation and sustainable development in the social aspect; - Selected case study; - Workshop Sustainable development of aviation based on the Lego Serious Play 1 methodology; - Computer Simulation: Developing Aviation Sustainability;
e-learning	<ul style="list-style-type: none"> - Sustainable aviation fuels: making aircraft more environmentally friendly; - Corporate social responsibility (CSR) in aviation: Focus on sustainable development; - Aviation's contribution to sustainable society: employment and working conditions in EU civil aviation; - Sources and methods of financing aviation to support sustainable development; - Airline Alliance as an Effective Form of International Business: A More Sustainable Future for the Aviation Industry.
International Team Building (BA degree - 2 ECTS)	
Recitation class	<ul style="list-style-type: none"> - Effective time management; - Verbal and non-verbal communication in an international team; - Intercultural communication; - Roles in an intercultural team; - Team building - building an effective team.
Negotiations in International Business (BA degree - 2 ECTS)	
Recitation class	<ul style="list-style-type: none"> - Human attitudes in negotiations; - Persuasion in negotiations; - Objectivity, separating the problem from the people, defining the true goal of negotiations, searching for creative solutions as key elements in reaching agreement in negotiation situations; - Work on creating a message conducive to proper communication in negotiations; - Preparation of negotiation strategies.
Intercultural Communication (BA degree - 1 ECTS) (For specialty: Aviation Management)	
Tutorial	<ul style="list-style-type: none"> - Intercultural communication - basic concepts, theories, definitions. Communication as a process. Scientific profile of E. Hall, the creator of intercultural communication. Cultural competences and communication. - Language and its influence on communication in an intercultural environment. The Sapir-Whorf thesis and its importance for intercultural communication. Verbal and non-verbal communication in different cultures. - Models of analyzing cultures: Kluckhohn-Strodtbeck, E. Hall, R. Gesteland, Trompenaars and Hampden-Turner. - Cultural differences as a source of barriers in intercultural communication: dimensions of G. Hofstede's cultures, features of cultures of selected countries. Confucian dynamism concept. - Basic concepts in the field of cross-cultural psychology; ecocultural context; values as the basic motivating element in the lives of individuals.
Intercultural Communication (BA degree - 2 ECTS) (For specialty: International Business Management)	
Lectur	<ul style="list-style-type: none"> - Culture-language - Identity: introduction to the basic issues related to intercultural communication, presentation of basic concepts and definitions. Scientific profile of E. Hall, the creator of intercultural communication. Verbal and non-verbal communication in different cultures. Intercultural competences and communication. - Culture as a source of barriers in intercultural communication: dimensions of national cultures G. Hofstede, features of cultures of selected countries. - Cultural differences in business and international negotiations. R. Gesteland's model of the division of cultures. - Models of analyzing cultures by Trompenaars and Hampden-Turner, E. Hall, Kluckhohn-Strodtbeck. - Basic concepts in the field of cross-cultural psychology, eco-cultural context and the characteristics of a given community.

International Enterprise Management (MA degree - 3 ECTS)

Tutorial	<ul style="list-style-type: none"> - The definition and features of globalization. Dimensions of globalization. Factors affecting the processes of globalization. Benefits and threats of the globalization process. Challenges and opportunities for enterprises in the conditions of globalization; - The definition and forms of internationalization of enterprises. Motives of internationalization of enterprises. Sources of competitive advantage of enterprise internationalization. Conditions of the development of international enterprises. Problems of enterprise internationalization; - Analysis of the international enterprise environment (economic, political, socio-cultural, technological); - Enterprise internationalization strategy. Determinants of the internationalization strategy. Selected strategies of enterprise internationalization: coordination and configuration Porter's model, H. Perlmutter's model; - Organizational structures of international enterprises. An European company as a form of internationalization of an enterprise; - Marketing strategies of international enterprises. Globalization vs. local adaptation.
Recitation class	<ul style="list-style-type: none"> - Case study about enterprise globalization; - Case study about motives, forms and problems related to the internationalization of enterprises; - Case study about analysis of the international company's environment; - Case study about enterprise internationalization strategies; - Case study about organizational structures of international enterprises; - Case study about marketing strategies of international enterprises.

Ethics in International Relations (MA degree - 4 ECTS)

Tutorial	<ul style="list-style-type: none"> - Introduction. The role of values in the modern world; - Business ethics and normative theories (Kant, Mill, utilitarianism, relativism); - Global economy in ethical terms (dynamics of changes in global economy, principles of capitalist economy, principles of socialist economy, mixed model); - The political sphere (governance, power, theories concerning the state-citizen relationship, democratic states, authoritarian states, states in transit); - Right aspects of ethics (law and morality, common parts between law and ethics, implications of international law for business); - Ethical considerations on international trade (imperialism, globalization, domestic trade policies, bilateral agreements, challenges facing the WTO).
Recitation class	<ul style="list-style-type: none"> - Corporate social responsibility (genesis, essence and premises, evolution, model of operation); - Codes of ethics and professional standards; - The influence of culture on the ethical conditions of business; - Clashes between local and global culture (case studies); - Marketing and advertising - ethical considerations; - Ethical leadership.
Project	<ul style="list-style-type: none"> - Overview of the principles of project preparation and the methodology of working on it; - Discussion of potential project topics in the field of ethics in international business. Selection of the project topic by students; - Presentation of the project in front of the group. Discussion on the project.

Transport Policy (MA degree - 3 ECTS)

Recitation class	<ul style="list-style-type: none"> - Preliminary issues. The concept and classification of transport; - The transport process. Transport process management; - Transport policy objectives and principles; - The importance of transport for the economy; - Transport policy developments; - International regulations for transport operations; - The origins and treaty bases of the EU common transport policy; - Achieving the objectives of the common transport policy; - Shaping transport policy in the European Union. Competence of bodies.
-------------------------	--

Airlines business models workshop (MA degree - 2 ECTS)

Recitation class

- Introduction to airline business models;
- Business models: Full Service Network Carrier;
- Business models: Low Cost Carrier;
- Business model: Regional airline;
- Business model: Touristic carrier;
- Business model: Cargo airline.

Managing a Strategic Network (MA degree - 2 ECTS)

Tutorial

- Introduction to concepts of strategic network management;
- Definitions, goals, threats and methods of analysis;
- Instruments of logistic management;
- Lean management, TQM and Six Sigma;
- SCM systems and integrators;
- MRP, CRM and SRM systems;
- Strategic Information (a Card Game);
- Production enterprise management;
- Procurement in Logistics;
- Logistics in production plant;
- Distribution and sales in Logistics.

Managerial Economics (MA degree - 2 ECTS)

Lecture

- Problems related to economic decision-making. The nature of decision-making process and its phases. Different types of economic decisions. Optimal decision-making using marginal analysis;
- Price strategies. Economies of scale and scope. Understanding of market- and sector-related changes. Market research. Determinants of demand and its elasticity. The significance of market analysis for the firm's pricing policy. Demand appraisal. Sources of information. Applications of regression analysis. Elements of econometric forecasting;
- Production. Inputs and scale of production. Technologies. Production in short- and long-run. Costs of production. Economies and diseconomies of scale. Average vs marginal costs. Cost analysis as the basis of optimization process;
- Decisions of firms operating under different market structures. Decision-makers under monopolistic competition. Stable and unstable oligopoly. Price leadership under oligopoly;
- Decision-making under conditions of uncertainty and informational asymmetry. Uncertainty, probability and risk. Decision trees and sequential decision-making. Risk aversion and risk preference. The value of information and informational asymmetry;
- Strategic decisions. Auctions. Application of elements of game theory in the analysis of competition.

Management Accounting (MA degree - 4 ECTS)

Lecture

- Management accounting in the accounting system of enterprises. Financial versus management accounting. The concept of costs and their classification for the purposes of management accounting;
- Cost accounting - traditional approach in costing;
- Cost accounting - process approach in cost calculation;
- Sensitivity analysis. Determining the critical points of profit, price, costs, etc. Break-even analysis;
- Budgeting in the enterprise;
- Modern methods of cost calculation (billing: activity costs, target costs, product life cycle).

Recitation class

- Calculation cost accounting;- Application of variable cost accounting in making managerial decisions;
- Determining the profitability threshold of the enterprise;
- Analysis of the company's sensitivity to changes: revenues, prices, costs, etc.;
- Budgeting in the enterprise;- Analysis of budget deviations.

Marketing Management (MA degree - 4 ECTS)

Recitation class	<ul style="list-style-type: none"> - Segmentation, targeting and positioning: assessment of market potential, understanding customer behavior, customer segments, brand equity; - Marketing communication: effective ways of marketing communication; - Company pricing policy; - Strategic brand: effective strategic brand management.
Project	<ul style="list-style-type: none"> - Designing the structure of the product or service launch system, including identification of the company's information needs, determining the methods of selecting and acquiring customers and permanently connecting them with the product / service.

Strategic Management II (MA degree - 4 ECTS)

Tutorial	<ul style="list-style-type: none"> - Strategic management concepts: origins of strategic management, determinants of the strategic management system. Different approaches to strategic management and emergent trends; - Strategic analysis: the scope of strategic analysis, selected methods of planning and analysis in strategic management, the strategy formation process in business enterprise, strategy development, vision-driven entrepreneurial approach, emergent approach; - Types of organizational strategy: competitive strategies, diversification strategies, cooperation strategies, strategic alliances, mergers and acquisitions; functional strategies; - Strategy implementation: strategic functional programmes, balanced score card, strategic control.
Project	<ul style="list-style-type: none"> - Application of a strategic control tool for a selected enterprise using the Balanced Score Card.

HR Management in Modern Organizations (MA degree - 4 ECTS)

Tutorial	<ul style="list-style-type: none"> - Standards and trends in recruitment and selection processes; - Traditional and modern techniques of motivating; - Training systems and staff development; - Standards and trends in the employee evaluation process; - Theories of change management in the organization; - Control styles in organizations; - Coaching in human resource management; - Globalization processes and modern technologies vs. human resource management.
Recitation class	<ul style="list-style-type: none"> - Technologies supporting personnel selection processes, implementation of KPI quality indicators and SLA; - Identifying and interpreting employee needs, techniques of individual, team and system motivation; - Effective planning, implementation and evaluation of trainings, talent management in the organization; - Techniques and methods of employee evaluation, effective use of evaluation results; - Managing the process of introducing changes, motivating and self-motivating to changes; - Managing the comfort and discomfort zones of the employee, the ability to listen and ask questions.

IT Management in Organisations (MA degree - 2 ECTS)

Laboratory	<ul style="list-style-type: none"> - Contemporary concepts of management information systems. e-business and management of new economy enterprises. Trends in the development of ICT technologies in the aspect of their economic use. The problem of mutual relations between business and IT strategies in an enterprise; - Advanced data processing for the needs of the enterprise. Power Pivot and Data Mining tools for Excel; - Business data visualization methods. Key Performance Indicators (KPIs). Dashboard. Data visualization; - Review and analysis of innovative e-business models operating on global and domestic markets. Principles and stages of designing new e-business models; - Research on the effectiveness of e-business projects, criteria for selecting data collection strategies to support web analytics. Improving the efficiency of the business project.
-------------------	--

New Strategies, Vision and Challenges in Airport Management (MA degree - 2 ECTS)

Recitation class

- Processes of changing organizational structures and ways of managing these changes;
- Methodology of strategic management and management in individual functional areas of the organization;
- Airline business models present on the air transport market;
- Critical analysis of the business model of specific airlines;
- Formulating airline strategies based on market analysis.