Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | **Content**  |
| Course title |  Current Topics in Management and Economics |
| Organizational unit: |  Faculty of Management |
| Organizational unit where the course is offered: |   |
| Course ID |   |
| Erasmus code / ISCED |  |
| Course groups |   |
| Period when the course is offered  |  Summer semester |
| Short description | The course introduces students to a selection of 3 current topics in management and economics. |
| Type of course: | Seminar |
| Full description | Unit 1: Nearshoring and Outsourcing StrategiesThis unit explores the complexities of nearshoring and outsourcing, covering key concepts and motivations driving these strategies. Students analyze the organizational dynamics between captive and outsourced models while examining Central and Eastern Europe (CEE) as a prime nearshoring destination. Through critical evaluation and case studies of Swiss companies in Poland, students gain insights into nearshoring's evolving impact on global business operations.Unit 2: Authenticity in the FoodscapeDelving into the layers of authenticity in culinary experiences, this unit investigates conformity, reinterpretation, and connection within the foodscape. Students explore authenticity cues and their implications for consumers, organizations, and society, grappling with issues such as cultural appropriation and identity formation. By navigating these complexities, students develop a nuanced understanding of culinary representation and its broader societal implications.Unit 3: Globalization of Emerging MarketsThis module examines the rapid globalization of companies from emerging economies, highlighting their significance in the global economic landscape. Students analyze the challenges and opportunities presented by emerging markets, developing strategic insights for navigating globalization dynamics. By applying theoretical frameworks to real-world scenarios, students cultivate actionable perspectives for addressing the complexities of emerging market globalization.  |
| Prerequisites | Formal  |  None |
| Initial  |  None  |
| Learning outcomes |  In terms of knowledge:* Understands complex managerial and economic processes and phenomena and their impact on the functioning of organizations and the entire economy (K\_W05).

In terms of skills:* Can use a foreign language at the C1 level of the European Language Education System and specialized terminology in the field of international marketing (K\_U04).
* Possesses the ability for self-learning, further skill development, and supporting others in this regard (K\_U06).

In terms of competencies:* Is ready to assess and critically approach complex situations and phenomena associated with the functioning of organizations, sectors, and the entire economy, including in a global context (K\_K01).
* Is prepared to adhere to and promote professional ethical standards (K\_K03).
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| ECTS credit allocation (and other scores) |  2 |
| Assessment methods and assessment criteria |  Class participation, exam |
| Examination  | Class participation: 25%Exam (multiple choice questions): 75% |
| Type of class | seminar |
| Method of implementation of the subject |  In-class |
| Language  |  English |
| Bibliography | *Provided by lecturers*  |
| Internship as part of the course  |  n.a. |
| Coordinators | **Dr hab. Katarzyna Dziewanowska, prof. UW**  |
| Group instructors | Belinda Zakrzewska, PhD, Nilay Bicakcioglu Peynirci, PhD, Marcel Hirsiger, M.A. |
| Notes  |   |

**B. Detailed data**

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| **Name of the field** | **Content**  |
| Group instructors: | Belinda Zakrzewska, PhD, Nilay Bicakcioglu Peynirci, PhD, Marcel Hirsiger, M.A. |
| Title  |  Current Topics in Management and Economics |
| Type of class: |  Seminar  |
| Learning outcomes defined for didactic method used during the course | In terms of knowledge:* Understands complex managerial and economic processes and phenomena and their impact on the functioning of organizations and the entire economy (K\_W05).

In terms of skills:* Can use a foreign language at the C1 level of the European Language Education System and specialized terminology in the field of international marketing (K\_U04).
* Possesses the ability for self-learning, further skill development, and supporting others in this regard (K\_U06).

In terms of competencies:* Is ready to assess and critically approach complex situations and phenomena associated with the functioning of organizations, sectors, and the entire economy, including in a global context (K\_K01).
* Is prepared to adhere to and promote professional ethical standards (K\_K03).
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| Assessment methods and assessment criteria for didactic method used during the course |  Class participation, exam |
| Examination for didactic method used during the course | Class participation: 25%Exam (multiple choice questions): 75% |
| Range of content | Unit 1: Nearshoring and Outsourcing StrategiesThis unit explores the complexities of nearshoring and outsourcing, covering key concepts and motivations driving these strategies. Students analyze the organizational dynamics between captive and outsourced models while examining Central and Eastern Europe (CEE) as a prime nearshoring destination. Through critical evaluation and case studies of Swiss companies in Poland, students gain insights into nearshoring's evolving impact on global business operations.Unit 2: Authenticity in the FoodscapeDelving into the layers of authenticity in culinary experiences, this unit investigates conformity, reinterpretation, and connection within the foodscape. Students explore authenticity cues and their implications for consumers, organizations, and society, grappling with issues such as cultural appropriation and identity formation. By navigating these complexities, students develop a nuanced understanding of culinary representation and its broader societal implications.Unit 3: Globalization of Emerging MarketsThis module examines the rapid globalization of companies from emerging economies, highlighting their significance in the global economic landscape. Students analyze the challenges and opportunities presented by emerging markets, developing strategic insights for navigating globalization dynamics. By applying theoretical frameworks to real-world scenarios, students cultivate actionable perspectives for addressing the complexities of emerging market globalization. |
| Didactic methods |  Lecture, presentations, discussions |
| Bibliography | Provided by each lecturer |
| Group limit  |   |
| Time span |   |
| Location |   |