

| Lp.   | Nazwa przedmiotu                             | kod       | punkty ECTS | Godziny zajęć |     |     |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
|-------|--|-----------|-------------|---------------|-----|-----|---|----|----|----|----|--------|-------|----|----|----|----|----|----|--------|--------|----|----|----|----|----|----|--------|---------|----|----|----|----|----|----|--------|--------|----|----|--|--|--|--|--|
|       |  |           |             | w tym         |     |     |   |    |    |    |    |        | I sem |    |    |    |    |    |    |        | II sem |    |    |    |    |    |    |        | III sem |    |    |    |    |    |    |        | IV sem |    |    |  |  |  |  |  |
|       |  |           |             | Razem         | W   | Ć   | L | P  | Ps | T  | S  | 15 tyg |       |    |    |    |    |    |    | 15 tyg |        |    |    |    |    |    |    | 15 tyg |         |    |    |    |    |    |    | 15 tyg |        |    |    |  |  |  |  |  |
|       |  |           |             |               |     |     |   |    |    |    |    | W      | Ć     | L  | P  | Ps | T  | S  | W  | Ć      | L      | P  | Ps | T  | S  | W  | Ć  | L      | P       | Ps | T  | S  | W  | Ć  | L  | P      | Ps     | T  | S  |  |  |  |  |  |
| 1     |  |           | 4           | 5             | 6   | 7   | 8 | 9  | 10 | 11 | 12 | 13     | 14    | 15 | 16 | 17 | 18 | 19 | 20 | 21     | 22     | 23 | 24 | 25 | 26 | 27 | 28 | 29     | 30      | 31 | 32 | 33 | 27 | 28 | 29 | 30     | 31     | 32 | 33 |  |  |  |  |  |
| 1     | Nowoczesne koncepcje zarządzania             | ZNU01986  | 4           | 16            | 8   | 8   |   |    |    |    |    | 1      | E     | 1  |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 2     | Zarządzanie procesami                        | ZNU01198  | 5           | 24            | 8   |     |   | 16 |    |    |    | 1      |       |    |    | 2  |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 3     | Zarządzanie zmianą                           | ZNU01251  | 4           | 32            | 16  | 16  |   |    |    |    |    | 2      | E     | 2  |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 4     | Zarządzanie strategiczne                     | ZNU01165  | 4           | 16            | 8   | 8   |   |    |    |    |    | 1      |       | 1  |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 5     | Zarządzanie finansami osobistymi             | ZNU01591  | 1           | 8             |     | 8   |   |    |    |    |    |        |       | 1  |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 6     | Statystyczna analiza danych                  | ZNU011082 | 4           | 24            | 8   | 16  |   |    |    |    |    | 1      |       | 2  |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 7     | HES Psychologia w zarządzaniu                | ZNU01288  | 2           | 16            | 8   | 8   |   |    |    |    |    | 1      |       | 1  |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 8     | Współczesny handel                           | ZNU01797  | 2           | 16            | 8   | 8   |   |    |    |    |    | 1      |       | 1  |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 9     | Prawne aspekty wprowadzenia i obrotu towarów | ZNU01798  | 2           | 16            | 8   | 8   |   |    |    |    |    | 1      |       | 1  |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 10    | Modele zachowań klienta                      | ZNU011088 | 2           | 16            | 8   | 8   |   |    |    |    |    | 1      |       | 1  |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 11    | Zarządzanie logistyczne                      | ZNU02213  | 3           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    | 1  | E      | 1      |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 12    | Foresight w zarządzaniu strategicznym        | ZNU02586  | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    | 1  |        | 1      |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 13    | Podstawy ekonometrii                         | ZNU02516  | 4           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    | 1  |        | 1      |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 14    | Konflikt i negocjacje w organizacji          | ZNU02577  | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    | 1  |        | 1      |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 15    | HES Etyka w zarządzaniu i CSR                | ZNU021090 | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    | 1  |        | 1      |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 16    | Bankowość                                    | ZNU02047  | 3           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    | 1  |        | 1      |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 17    | Język angielski                              | ZNU02454  | 2           | 16            |     | 16  |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
|       | Język niemiecki                              | ZNU02455  |             |               |     |     |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
|       | Język rosyjski                               | ZNU02456  |             |               |     |     |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
|       | Prawo cywilne                                | ZNU02144  |             |               |     |     |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 18    | Prawo handlowe                               | ZNU02344  | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    | 1  |        | 1      |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 19    | Marketing międzynarodowy                     | ZNU02255  | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    | 1  | E      | 1      |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 20    | Zarządzanie marką                            | ZNU02778  | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    | 1  |        | 1      |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 21    | Marketing B2B                                | ZNU02802  | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    | 1  |        | 1      |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 22    | Innowacje w zarządzaniu produktem            | ZNU02803  | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    | 1  |        | 1      |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 23    | Jakość w zarządzaniu produktem i sprzedażą   | ZNU02833  | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    | 1  |        | 1      |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 24    | Międzynarodowe stosunki gospodarcze          | ZNU03038  | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    | 1  | E  | 1      |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 25    | Badania operacyjne                           | ZNU03073  | 4           | 24            | 8   | 16  |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    | 1  |    | 2      |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 26    | HES Komunikacja międzykulturowa              | ZNU03767  | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    | 1  |    | 1      |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 27    | HES Psychologia międzykulturowa              | ZNU03952  | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    | 1  |    | 1      |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 28    | Przedsiębiorczość                            | ZNU03026  | 2           | 8             |     | 8   |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    | 2  |    |    |        |        |    |    |  |  |  |  |  |
| 18    | Decyzje menedżerskie                         | ZNU031085 | 5           | 24            | 8   | 16  |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    | 1  | E  | 2      |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 29    | Zarządzanie i strategię marketingowe         | ZNU03537  | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    | 1  | E  | 1      |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 30    | Seminarium dyplomowe                         | ZNU03071  | 2           | 16            |     |     |   |    |    |    | 16 |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    | 2  |    |    |        |        |    |    |  |  |  |  |  |
| 31    | Strategie produktu                           | ZNU03780  | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    | 1  |    | 1      |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 32    | Strategie cenowe                             | ZNU03773  | 3           | 24            | 8   | 16  |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    | 1  |    | 2      |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 33    | Marketing internetowy                        | ZNU03519  | 2           | 16            |     | 16  |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    | 2  |    |    |        |        |    |    |  |  |  |  |  |
| 34    | Testy rynkowe i konsumencie                  | ZNU031100 | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    | 1  |    | 1      |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 35    | Strategie omnichannel                        | ZNU031099 | 2           | 16            |     | 16  |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    | 2  |    |    |        |        |    |    |  |  |  |  |  |
| 36    | Strategie personalne                         | ZNU041102 | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    | 1  |    | 1  |        |        |    |    |  |  |  |  |  |
| 37    | Audyt i controlling                          | ZNU041097 | 3           | 24            | 8   | 16  |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    | 1  |    | 2  |        |        |    |    |  |  |  |  |  |
| 38    | Merchandising                                | ZNU04835  | 2           | 16            |     | 16  |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    | 2  |    |    |        |        |    |    |  |  |  |  |  |
| 39    | Projektowanie identyfikacji wizualnej        | ZNU04808  | 2           | 16            |     | 16  |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    | 2  |    |    |        |        |    |    |  |  |  |  |  |
| 40    | Kultura w internecie                         | ZNU041098 | 2           | 16            | 8   | 8   |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    | 1  |    | 1  |        |        |    |    |  |  |  |  |  |
| 41    | Seminarium dyplomowe                         | ZNU04071  | 2           | 16            |     |     |   |    |    |    | 16 |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    | 2  |  |  |  |  |  |
| 42    | Praca dyplomowa                              | ZNU04221  | 15          | 0             |     |     |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| 43    | Praktyka zawodowa                            | ZNU04220  | 2           | 60            |     |     |   |    |    |    |    |        |       |    |    |    |    |    |    |        |        |    |    |    |    |    |    |        |         |    |    |    |    |    |    |        |        |    |    |  |  |  |  |  |
| RAZEM |  |           | 120         | 764           | 264 | 392 | 0 | 0  | 16 | 60 | 32 | 23     |       |    |    |    |    |    |    | 26     |        |    |    |    |    |    |    | 27     |         |    |    |    |    |    |    | 13     |        |    |    |  |  |  |  |  |
|       |  |           |             |               |     |     |   |    |    |    |    | 3 E    |       |    |    |    |    |    |    | 2 E    |        |    |    |    |    |    |    | 3 E    |         |    |    |    |    |    |    | 0 E    |        |    |    |  |  |  |  |  |