

**COURSE DESCRIPTION****HIGHER VOCATIONAL STATE SCHOOL IN WLOCLAWEK**

Course: Marketing

<b>Field of study:</b>	Management						<b>Course Code:</b>
<b>Unit supervising the course:</b>	Department of Management						
<b>Course orientation:</b>	practical						
<b>Language of instruction:</b>	English						
<b>Course type:</b>	core subject						
<b>Course status:</b>	Obligatory						
<b>Cycle: 1<sup>st</sup></b>	<b>Year:</b>			<b>Semester:</b>			
<b>The number of teaching hours on the full-time programme:</b>							
<b>Total</b>	lectures	classes	laboratory	projects	seminars	practicum	
30	10	20					
<b>Learning outcomes:</b>			<b>Knowledge:</b>				
			<ul style="list-style-type: none"> <li>• Student identifies the relationship between economic entities and other social institutions within the national and international scope</li> <li>• Student knows the types of social, organisational and economic relationships existing within and between economic entities in their respective economic backgrounds</li> </ul>				
			<b>Skills:</b>				
			<ul style="list-style-type: none"> <li>• Student is prepared to work in a team in various capacities, including the executive role</li> <li>• Student is capable of using appropriate methods and tools for the purpose of anticipating the effects of economic and social processes taking place within economic entities</li> </ul>				
			<b>Social Competences:</b>				
			<ul style="list-style-type: none"> <li>• Student can set priorities with regard to the tasks at hand</li> <li>• Student can identify profession-specific dilemmas and offer solutions</li> <li>• Student is capable of thinking and acting in an industrious manner</li> </ul>				
<b>Full description of the course:</b>			<p>Classes conducted by the academic staff of Higher Vocational State School in Włocławek and businesspeople</p> <p><u>Lecture</u></p> <ol style="list-style-type: none"> <li>1. The foundations of managing company finances</li> <li>2. Sources of finance for company operations</li> <li>3. Budget planning</li> <li>4. Value of money over time</li> </ol> <p>Simple interest, compound interest, capitalization of interest, finance flux, annuities, effective interest rate</p> <ol style="list-style-type: none"> <li>5. Cost of capital</li> </ol>				

	<p>Cost of equity capital, cost of external capital, Weighted Average Capital Cost,          6. Investment project evaluation          Simple methods, discount methods, comparison of investment projects, sensitivity analysis</p> <p><u>Classes:</u>          1. Budget planning          2. Value of money over time          Simple interest, compound interest, capitalization of interest, finance flux, annuities, effective interest rate          3. Cost of capital          Cost of equity capital, cost of external capital, Weighted Average Capital Cost,          4. Investment project evaluation          Simple methods, discount methods, comparison of investment projects, sensitivity analysis</p>																															
<b>Methods:</b>	<p><u>Lecture:</u>          1. Multimedia presentation lecture</p> <p><u>Classes:</u>          1. Groupwork- case studies (select topics) in writing and orally e-learning exercises- individual work and case studies</p>																															
<b>The student's workload/ ECTS credits:</b>	<table border="1" data-bbox="657 987 1412 1659"> <thead> <tr> <th data-bbox="657 987 1037 1059" rowspan="2"><b>Type of Activity</b></th> <th colspan="2" data-bbox="1037 987 1412 1059"><b>Average number of hours</b></th> </tr> <tr> <th data-bbox="1037 1059 1177 1211">Lectures</th> <th data-bbox="1177 1059 1412 1211">Active Forms</th> </tr> </thead> <tbody> <tr> <td data-bbox="657 1211 1037 1256"><b>Contact Hours</b></td> <td data-bbox="1037 1211 1177 1256">15</td> <td data-bbox="1177 1211 1412 1256">25</td> </tr> <tr> <td data-bbox="657 1256 1037 1301"><b>Self-study</b></td> <td data-bbox="1037 1256 1177 1301">45</td> <td data-bbox="1177 1256 1412 1301">65</td> </tr> <tr> <td data-bbox="657 1301 1037 1346">1. Preparation for classes</td> <td data-bbox="1037 1301 1177 1346">30</td> <td data-bbox="1177 1301 1412 1346">35</td> </tr> <tr> <td data-bbox="657 1346 1037 1391">2. Preparation for tests</td> <td data-bbox="1037 1346 1177 1391">15</td> <td data-bbox="1177 1346 1412 1391">30</td> </tr> <tr> <td data-bbox="657 1391 1037 1469">3. preparation for discussion</td> <td data-bbox="1037 1391 1177 1469">0</td> <td data-bbox="1177 1391 1412 1469">0</td> </tr> <tr> <td data-bbox="657 1469 1037 1514"><b>Total</b></td> <td data-bbox="1037 1469 1177 1514">60</td> <td data-bbox="1177 1469 1412 1514">90</td> </tr> <tr> <td data-bbox="657 1514 1037 1581"><b>ECTS credits for this type of activity</b></td> <td data-bbox="1037 1514 1177 1581">2,4</td> <td data-bbox="1177 1514 1412 1581">3,6</td> </tr> <tr> <td data-bbox="657 1581 1037 1659"><b>ECTS credits for the course</b></td> <td colspan="2" data-bbox="1037 1581 1412 1659">6</td> </tr> </tbody> </table>			<b>Type of Activity</b>	<b>Average number of hours</b>		Lectures	Active Forms	<b>Contact Hours</b>	15	25	<b>Self-study</b>	45	65	1. Preparation for classes	30	35	2. Preparation for tests	15	30	3. preparation for discussion	0	0	<b>Total</b>	60	90	<b>ECTS credits for this type of activity</b>	2,4	3,6	<b>ECTS credits for the course</b>	6	
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<b>The type and mode of obtaining the credit and marking criteria or requirements:</b>	<ul style="list-style-type: none"> <li>• Lecture – graded credit</li> <li>• Classes – graded credit</li> </ul> <p>Credit-obtaining criteria:          Lecture- written exam at the end of the course (multiple choice tasks and open-ended questions)          Classes- satisfactory attendance, active participation in classes</p>																															

**Literature:****Prescribed reading:**

Ross St., Westerfield R., Jaffe J., Corporate Finance, McGraw-Hill, 2012;  
Ehrhardt, e.F. Brigham, Corporate Finance, SW Cengage Learning, USA, 2010  
Brealey R., Myers S., Marcus A., Fundamentals of Corporate Finance, 7th edition, McGraw Hill