

1.	Field of study	Eastern Slavonic Studies
2.	Faculty	Faculty of Humanities
3.	Academic year of entry	2023/2024 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

7. General information about the module	
Module name	Elements of marketing in business
Module code	W1-FWS1-JB-EMB02
Number of the ECTS credits	1
Language of instruction	Polish
Purpose and description of the content of education	Moduł ma na celu wprowadzenie podstawowych pojęć z zakresu marketingu. Osoby studiujące zdobywają wiedzę dotyczącą budowania relacji między przedsiębiorstwem a klientem, w tym z uwzględnieniem specyfiki rynku obszaru rosyjskojęzycznego, oraz uczą się kreatywnie wykorzystywać poznaną wiedzę w praktyce.
List of modules that must be completed before starting this module (if necessary)	not applicable

8. Learning outcomes of the module			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
FWS1-JB-EMB02_1	zna terminologię ogólną i szczegółową z zakresu marketingu	K_W02	1
FWS1-JB-EMB02_2	potrafi wyszukiwać, analizować, oceniać, selekcjonować i użytkować informacje dotyczące instrumentów i narzędzi marketingowych w działalności gospodarczej, w tym z uwzględnieniem specyfiki rynku obszaru rosyjskojęzycznego	K_U02	1
FWS1-JB-EMB02_3	potrafi formułować i wyrażać własne poglądy, sądy krytyczne i idee, argumentować z wykorzystaniem poglądów innych autorów oraz formułować wnioski na tematy dotyczące marketingu	K_U05	1

9. Methods of conducting classes		
Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
b02	Problem-solving methods	Lecture-discussion <i>transmission of content involving interaction with the lecture audience; discussion of lecture-related issues is one of its elements or constitutes its follow-up</i>

b09	Problem-solving methods	Activating method – flipped classroom <i>anticipatory learning; work in class is based on previously studied material indicated by the person teaching the course; preparation outside the classroom serves the purpose of getting familiar with the issues whose knowledge is necessary for participating in the in-class discussion and the training in the related practical skills; the activity is based on the work of students under the guidance of the person teaching the course</i>
d02	Programmed learning methods	Working with a programmed textbook <i>working with a textbook containing instructional material covering part of or the entire curriculum of the module as well as a formula for studying the content; includes working with a subject textbook, an atlas, a catalogue, a problem book, etc.</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
FWS1-JB-EMB02_c	practical classes	15	course work	FWS1-JB-EMB02_1, FWS1-JB-EMB02_2, FWS1-JB-EMB02_3	a03, b02, b09, d02

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a05	Preparation for classes	Production/preparation of tools, materials or documentation necessary for class participation <i>developing, preparing and assessing the usefulness of tools and materials (e.g. aids, scenarios, research tools, equipment, etc.) to be employed in class or as an aid when preparing for classes</i>	No
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No
d01	Consulting the results of the verification of learning outcomes	Analysis of the corrective feedback provided by the academic teacher on the results of the verification of learning outcomes <i>reading through the academic teacher's comments, assessments and opinions on the implementation of the task aimed at checking the level of the achieved learning outcomes</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.