

Course code:

Plan position:

A. INFORMATION ABOUT THE COURSE

B. Basic information

Name of course	Financial Accounting
Field of studies	Management
Level of studies	first degree
Profile of studies	general academic studies
Form of studies	full-time studies
Specialty	
Unit responsible for the field of studies	Faculty of Management
Name and academic degree of teacher(s)	Maciej Schulz, PhD. Grażyna Owczarczyk-Szpakowska, PhD.
Introductory courses	no requirements
Introductory requirements	Basic knowledge of marketing

C. Semester/week schedule of classes

Semester	Lectures (W)	Auditorium classes (Ć)	Laboratory classes (L)	Project classes (P)	Seminar (S)	Field classes (T)	Number of ECTS points
fall, spring	15				15		6

2. LEARNING OUTCOME

No.	Learning outcomes description	The reference to the learning outcomes of specific field of study	The reference to the learning outcomes for the area
KNOWLEDGE			
W1	On successful completion of the course student is supposed to know the nature, characteristics and specifics of financial services. It is also necessary to know the rules and methods of marketing management in a financial institution.	K_W10	P6S_WG
SKILLS			
U1	On successful completion of the course student is supposed to have the ability to assess market effects and risks in the environment of financial institutions as well as to plan marketing strategy for financial institutions.	K_U11	P6S_UW
SOCIAL COMPETENCES			
K1	On successful completion of the course student is supposed to be creative in searching the best solution in planning marketing strategies for financial institutions.	K_K02 K_K03	P6S_KR P6S_KR

3. TEACHING METHODS

A. Traditional methods used ***

Multimedia lecture, multimedia presentations based on students' research on the chosen financial product

B. Distance learning methods used ***

Synchronous method (classes conducted in a way that ensures direct interaction between the student and the teacher in real time, enabling immediate flow of information, the method can be used only if it is provided for in the study plan for a given cycle of education):
e.g. remote lecture in the form of videoconference, remote discussion, etc.

Asynchronous method used as an auxiliary (a method that does not ensure direct interaction between the student and the teacher in real time, used only as an auxiliary / complementary method):
e.g. online educational videos, online multimedia presentations, etc.

4. METHODS OF EXAMINATION

Exam. Defence of thesis included in multimedia presentations based on students' research on the chosen financial product

5. SCOPE

Lectures	<p>The lecture will discuss the following issues:</p> <ul style="list-style-type: none"> - The specific characteristics of services and their impact on the functioning of financial sector, - Trends in the development of individual financial markets, - Segmentation and placement of financial services, - Product strategies used in the financial services, - Quality management of financial services, - The essence of distribution strategy for financial services, - Location of institutions providing financial services, - Price strategies for financial services market, - The communication process on the financial services market, - The role of personnel on the financial services market, - Internal marketing in the financial institution.
Laboratories	

6. METHODS OF VERIFICATION OF LEARNING OUTCOMES

LEARNING OUTCOME	Form of assessment					
	Oral examination	Written exam	Colloquium	Project	Presentation
W1	x				x	
U1	x				x	
K1	x				x	

7. LITERATURE

Basic literature	<ol style="list-style-type: none"> 1. E. Ehrich, D. Fanelli, The financial services marketing, Handbook. Bloomberg 2012; 2. H. Estelami, Marketing financial services, Dog Ear Publishing 2012; 3. Ch. Ennew, N. Waite, Financial services marketing. An international guide to principles and practice, Routledge 2007;
Supplementary literature	<ol style="list-style-type: none"> 1. Journal of Financial Services Marketing – Springer – selected journals

8. TOTAL STUDENT WORKLOAD REQUIRED TO ACHIEVE EXPECTED LEARNING OUTCOMES EXPRESSED IN TIME AND ECTS CREDITS

Student's activity		Student workload– number of hours
Classes conducted under a direct supervision of an academic teacher or other persons responsible for classes	Participation in classes indicated in point 1B	30
	Supervision hours	15
Student's own work	Preparation for classes	30
	Reading assignments	40
	Other (preparation for exams, tests, carrying out a project etc)	35
Total student workload		150
Number of ECTS points		6