

HUMANITIES MODULE – WINTER SEMESTER 2024/2025

Students are to choose one subject from the following.

For Business Analytics students:

1. History of competitiveness concept development (teacher: dr A. Budzyńska)

The aim of the course is to familiarise students with the history of the evolution of competitiveness concepts and their use in developing strategies to exploit existing competitive potential in organisations, industries, countries or groups of countries.

2. Business Ethics (teacher: dr S. Sękowski)

The subject is intended to familiarize students with basic information regarding general ethics and business ethics as special ethics. The student will become acquainted with the basic ethical theories and schools and their practical applications. In addition, the lectures are devoted to detailed ethical problems that may be encountered in business.

For Data Science students:

1. Political and Economic History of Poland (teacher: prof. P. Kozarzewski)

The aim of the course is to provide students with basic knowledge of the Polish political and economic history from the formation of the state in the 11th century, the rise and decline of the Polish-Lithuanian Commonwealth, losing statehood during the Partition, re-birth of the national state after the First World War, the times of communist oppression in 1944-1989, to the modern era of the independent democratic state with market economy. The course is to help foreign students to better understand the

country they are studying in; for Polish students it would be beneficial to refresh their knowledge of the history of their homeland.

2. Poland after World War II: From Capitalism to Communism and Back (teacher: prof. P. Kozarzewski)

The course will be devoted to the winding roads of Polish political and economic history after World War II. As a result of the war, the country became subdued by the USSR, which imposed an autocratic system based on the omnipotence of the Communist Party, the mobilization function of the state controlling everything from businesses to people's behavior. This regime collapsed in 1989, allowing the Polish people to decide about their destiny themselves – and the road toward a democratic capitalist system has been chosen. Thus, a comprehensive systemic political, social, and economic change started, covering virtually all areas of life in Poland and affecting every Pole. The reasons why such a transition was needed, its goals, directions, tools, driving forces, main stages of implementation, and outcomes will be discussed. The many still-existing controversies surrounding this transition will also be discussed, and an attempt will be made to create an account of its main successes and failures.

