

Course description

Part 1

General information about the course			
1. Major of study: NURSING		2. Study level: the second degree study / general academic profile	
4. Year: 2026-2028		3. Form of study: intramural	
6. Course name: <i>Economics, finance, marketing</i>		5. Semestr: I, II	
7. Course status: optional			
8. Course contents and assigned learning outcomes:			
A. to familiarize students with basic concepts in the field of economics,			
B. to familiarize students with basic, modern knowledge in the field of contemporary finance, with particular emphasis on the issues of bank finance, public finance, insurance finance, household finance and corporate finance,			
C. Familiarizing students with the theory and practice of marketing; presenting basic concepts, principles, and problems of marketing; demonstrating ways of solving marketing problems; acquiring the ability to adapt marketing activities to the needs of the enterprise in the market environment			
Learning outcomes/reference to learning outcomes indicated in the standards			
- in terms of knowledge, the student knows and understands: A.W7.; A.W11.; A.W14.; A.W15.; A.W18.; A.W19.; A.W20.			
- in terms of skills, the student is able to: A.U4.; A.U5.; A.U6.; A.U7.			
- in terms of social competences, the student is ready to: KS.6			
9. Number of hours for the course	30	10. Number of ECTS points for the course	3
11. Form of passing the course: passing the course with a grade			
12. Methods of verification and evaluation of learning outcomes			
Learning outcomes	Methods of verification	Methods of evaluation*	
Knowledge	Term paper	*	
Skills	Observation	*	
Competencies	Observation	*	

* The following evaluation system has been assumed:

Very good (5,0) – the assumed learning outcomes have been achieved and significantly exceed the required level

Better than good (4,5) – the assumed learning outcomes have been achieved and slightly exceed the required level

Good (4,0) – the assumed learning outcomes have been achieved at the required level

Better than satisfactory (3,5) – the assumed learning outcomes have been achieved at the average required level

Satisfactory (3,0) – the assumed learning outcomes have been achieved at the minimum required level

Unsatisfactory (2,0) – the assumed learning outcomes have not been achieved

Course description

Part 2

Other useful information about the course
13. Name of Department, mailing address, e-mail: Department of Nursing and Social Medical Problems Medyków 12/311

40-752 Katowice
 email: pielrodz@sum.edu.pl
 website: <http://zakladpiel.sum.edu.pl/>
 Tel. 32 208 86 35

14. Name of the course coordinator:

Dr of Health Sciences Joanna Jaromin

15. Prerequisites for knowledge, skills and other competencies:

The student should demonstrate knowledge, skills and competences in the field of basic sciences, social sciences and humanities as well as the basics of health information systems.

16. Number of students in groups

In accordance with the Order of the Rector of Silesian Medical University

17. Study materials

According to the information on the notice board - Department of Nursing and Social Medical Problems

18. Location of classes

Health Sciences Faculty Rooms in Katowice, Medyków 12 – according to schedule

19. Location and time for contact hours

The location and schedule of consultations are available on the website: <http://zakladpiel.sum.edu.pl/>

20. Learning outcomes

Number of the course learning outcome	Course learning outcomes	Reference to learning outcomes indicated in the standards
P_W01	Management methods in the healthcare system;	A.W7.
P_W02	Management decision-making mechanisms;	A.W11.
P_W03	The specifics of managerial functions, including the essence of task delegation;	A.W14.
P_W04	Organizational diagnosis methods, the concept and theory of change management, and the principles of strategic management;	A.W15.
P_W05	The scientific foundations of ergonomics in the workplace;	A.W18.
P_W06	The essence of the change process and the principles of change management;	A.W19.
P_W07	Quality management models and strategies in healthcare;	A.W20.
P_U01	Apply strategic analysis methods necessary for the functioning of entities performing healthcare activities;	A.U4.
P_U02	Organize and supervise the work of teams of nurses, midwives, or support staff;	A.U5.
P_U03	Apply various methods of professional and managerial decision-making;	A.U6.
P_U04	Plan human resources using various methods, organize employee recruitment, and plan the professional adaptation process.	A.U7.
P_K01	demonstrating a professional approach to the marketing strategies of the pharmaceutical industry and the advertising of its products	KS.6

21. Forms and topics of classes

Number of hours

21.1. Lectures	10
General issues related to economics: definitions of economics and division, market, principles of rational management, economic calculation Money: concept, characteristics, functions	
-The Concept and Functions of Finance -Systematization of Financial Phenomena -The Origins, Evolution, and Theories of Money -The Role of Finance in the Creation, Exchange, and Distribution of Social Product -Financial Policy and Its Functions -The Banking System The Role and Tasks of the Central Bank, the Financial Market	
21.2. Seminars	20
Fiscal Policy: State Budget, Taxes, Budget Expenditures -Public Finance Sector -Tax System in Poland -Business Insurance Finance -Social and Health Insurance Finance -Corporate Finance -Household Finance -International Finance	
- Defining marketing. Marketing instruments. Marketing orientations. Modern marketing approach -The essence of the market from a marketing perspective, the essence of competition, and competitive advantage -The marketing environment, environmental factors, and trends -Market segmentation and target market definition -Offer positioning -Individual consumer behavior in the market, needs, factors, and the purchasing process -Institutional buyer behavior in the market -Marketing information system. Basic marketing research methods and techniques. -Product policy -New product on the market -Market pricing policy -Distribution policy -Marketing communications -The essence of marketing strategy, marketing instrument strategies, and relationship and partnership strategies -Learning from mistakes to prevent harm -Using quality improvement methods to improve patient care	
21.3 Self-study	0
22. Readings	
1. Gregory N. Mankiw, Taylor M.P, Makroekonomia. PWE, Warszawa 2016 2. Gregory N. Mankiw, Taylor M.P, Mikroekonomia. PWE, Warszawa 2015 3. Jerzemowska M. Analiza ekonomiczna w przedsiębiorstwie. Wyd. PWE, Warszawa 2018 4. Milewski R., Kwiatkowski E. Podstawy ekonomii. Wyd. Nauk. PWN, Warszawa 2018 5. Nowotarska-Romaniak B. Marketing usług zdrowotnych. Wyd. Wolters Kluwer Polska, Kraków 2013 6. Owsiak S. Finanse publiczne. Wyd. Nauk. PWN, Warszawa 2021 7. Sowada Ch. (red) Ekonomia świadczeniodawców w sektorze ochrony zdrowia. Wyd. Lek. PZWL, Warszawa 2021 SUPPLEMENTARY LITERATURE 1. Begg D., Vernasca G., Fischer St., Dorubusch R. Mikroekonomia. Wyd. PWE, Warszawa 2014	

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| 2. Begg D., Vernasca G., Fischer St., Dorubusch R. Makroekonomia. Wyd. PWE, Warszawa 2014 | |
| 3. Czerw A. Marketing w ochronie zdrowia. Wyd. Diffin, Warszawa 2010 | |

23. . Detail evaluation criteria
In accordance with the recommendations of the supervisory bodies. Passing the course - the student has achieved the expected learning outcomes. Detailed criteria for passing and grading the course are included in the course regulations.