

Course description

Part 1

General information about the course		
1. Major of study: Nursing	2. Study level: unified MSc / 2st Degree studies	
	3. Form of study: intramural	
4. Year: I / cycle 2022-2024	5. Semester: I/II	
6. Course name: Economics, finance, marketing		
7. Course status: optional		
8. Course contents and assigned learning outcomes		
<p>A. getting to know the concepts of economics,</p> <p>B. to familiarize students with basic, modern knowledge in the field of modern finance, with particular emphasis on the issues of bank, public, insurance, household and corporate finance,</p> <p>C. to acquaint students with the theory and practice of marketing; presentation of the basic concepts, regularities and problems of marketing; showing ways to solve marketing problems; gaining by students the ability to adapt marketing activities to the needs of the enterprise in the market environment</p> <p>For knowledge – student knows and understands:</p> <p>C.W12. general concepts of economics: definition, division into micro and macroeconomics, knows what is the rational management of financial resources, analyzes the areas of economic calculus, knows the concept and functions of money in a free market economy, basic concepts in the field of finance. Identifies and classifies the types of financial institutions in the economy,</p> <p>C.W13 basic concepts in the field of marketing. Lists and describes the process of marketing management in the enterprise along with tasks. Identifies the marketing mix instruments.</p> <p>For social competencies student is ready to:</p> <p>1 make a critical assessment of his/ her own actions as well as of his/her colleagues', while respecting philosophical and cultural differences</p> <p>2 make opinions on different aspects of professional activity and to seek expert advice in the event of difficulties in resolving the problem on one's own</p>		
9. Number of hours for the course		26
10. Number of ECTS points for the course		3
11. Methods of verification and evaluation of learning outcomes		
Learning outcomes	Methods of verification	Methods of evaluation*
Knowledge	Grade credit – MCQ	*
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		
12. Name of Department, mailing address, e-mail: Zakład Pielęgniarstwa i Społecznych Problemów Medycznych Ul. Medyków 12/311 40-752 Katowice email: pielrodz@sum.edu.pl website: http://zakladpiel.sum.edu.pl/ Tel. 32 2088635		
13. Name of the course coordinator: prof. dr hab. n. med. Grażyna Markiewicz - Łoskot		
14. Prerequisites for knowledge, skills and other competencies: The student should demonstrate knowledge, skills and competences in the field of basic, social and humanities as well as the basics in the field of economics, finance, marketing.		
15. Number of students in groups	In accordance with the Senate Resolution	
16. Study materials	As per the bulletin board - Department of Nursing and Social Medical Problems	
17. Location of classes	As per the bulletin board - Department of Nursing and Social Medical Problems	
18. Location and time for contact hours	As per the bulletin board - Department of Nursing and Social Medical Problems	
19. Learning outcomes		
Number of the course learning outcome	Course learning outcomes	Reference to learning outcomes indicated in the standards
C_K01	Student knows and understands general concepts of economics: definition, division into micro and macroeconomics, knows what is the rational management of financial resources, analyzes the areas of economic calculus, knows the concept and functions of money in a free market economy	C.W12.
C_K02	Student knows basic concepts in the field of finance. Identifies and classifies the types of financial institutions in the economy.	C.W12.
C_K03	Student knows basic concepts in the field of marketing. Lists and describes the process of marketing management in the enterprise along with tasks. Identifies the marketing mix instruments.	C.W13.
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C_SC01	Student is ready to make a critical assessment of his/ her own actions as well as of his/her colleagues', while respecting philosophical and cultural differences	K1.3.
C_SC02	Student is ready to make opinions on different aspects of professional activity and to seek expert advice in the event of difficulties in resolving the problem on one's own;	K1.3.
20. Forms and topics of classes		Number of hours
22.1. Lectures		10
General issues related to economics: definitions of economics and division, market, principles of rational management, economic calculus Money: concept, features, functions		5
<ul style="list-style-type: none"> -The concept and functions of finance -Systematics of financial phenomena -Genesis, evolution and theories of money -Role of finance in creating, exchanging and dividing a social product -Financial policy and its functions -Bank System The role and tasks of the central bank, financial market		5
22.2. Seminars		16
Fiscal policy: state budget, taxes, budgetary expenses <ul style="list-style-type: none"> -The public finance sector -Tax system in Poland -Finance of business insurance -Finance of social and health insurance -Buisness finance -Household finance -International Finance 		10
<ul style="list-style-type: none"> - Defining your marketing. Marketing instruments. Marketing orientations. A modern approach to marketing -The essence of the market from a marketing point of view, the essence of competition, competitive advantage - -Marketing environment, environmental factors, trends in the environment -Market segmentation and target market definition -Positioning the offer on the market -The behavior of individual consumers on the market, needs, factors, the purchase process -Behavior of institutional buyers on the market - -Marketing information system. Basic methods and techniques of marketing research. -Product policy -New product on the market -Price policy in the market -Distribution policy -Marketing communication -The essence of a marketing strategy, strategies of marketing instruments versus strategies of relationships and partnership -Learning from mistakes to prevent harm -Using quality improvement methods to improve patient care 		6
24. Readings		
LITERATURA PODSTAWOWA		

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) Ekonomika świadczeniodawców w sektorze ochrony zdrowia. Wyd. Lek. PZWL, Warszawa 2021

LITERATURA UZUPEŁNIAJĄCA

1. Begg D., Vernasca G., Fischer St., Dorubusch R. Mikroekonomia. Wyd. PWE, Warszawa 2014
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
4. Gabrusewicz T., Marchewka-Bartkowiak K., Wiśniewski M. Finanse, rachunkowość, kontrola i audyt w sektorze publicznym i prywatnym. Studium przypadku. Wyd.CeDeWu, Warszawa 2015
5. Rosa G., Perenc J., Ostrowska I. Marketing przyszłości. Od ujęcia tradycyjnego do nowoczesnego. Wyd. CH-Beck, Warszawa 2016

25. Detail evaluation criteria

In accordance with the recommendations of the inspection bodies
 Completion of the course – student has achieved the assumed learning outcomes
 Detail criteria for completion and evaluation of the course are specified in the course regulations