Subject card

<table>
<tr><td>Subject name and code</td><td colspan="6">Banking, PG_00156984</td></tr>
<tr><td>Field of study</td><td colspan="6">Finance and Accounting</td></tr>
<tr><td>Date of commencement of studies</td><td colspan="2">October 2024</td><td colspan="2">Academic year of realisation of subject</td><td colspan="2">2025/2026</td></tr>
<tr><td>Education level</td><td colspan="2">undergraduate studies</td><td colspan="2">Subject group</td><td colspan="2">Obligatory subject group in the field of study
Subject group related to scientific research in the field of study</td></tr>
<tr><td>Mode of study</td><td colspan="2">full-time studies</td><td colspan="2">Mode of delivery</td><td colspan="2">at the university</td></tr>
<tr><td>Year of study</td><td colspan="2">2</td><td colspan="2">Language of instruction</td><td colspan="2">English
english</td></tr>
<tr><td>Semester of study</td><td colspan="2">3</td><td colspan="2">ECTS credits</td><td colspan="2">3.0</td></tr>
<tr><td>Learning profile</td><td colspan="2">academic</td><td colspan="2">Assessment form</td><td colspan="2"></td></tr>
<tr><td>Conducting unit</td><td colspan="6">Katedra Bankowości i Finansów -> Faculty of Management</td></tr>
<tr><td rowspan="2">Name and surname of lecturer (lecturers)</td><td colspan="2">Subject supervisor</td><td colspan="4">dr Sławomir Kujawa</td></tr>
<tr><td colspan="2">Teachers</td><td colspan="4"></td></tr>
<tr><td rowspan="3">Lesson types</td><td>Lesson type</td><td>Lecture</td><td>Tutorial</td><td>Laboratory</td><td>Project</td><td>Seminar</td><td>SUM</td></tr>
<tr><td>Number of study hours</td><td>15.0</td><td>15.0</td><td>0.0</td><td>0.0</td><td>0.0</td><td>30</td></tr>
<tr><td colspan="7">E-learning hours included: 0.0</td></tr>
<tr><td rowspan="2">Learning activity and number of study hours</td><td>Learning activity</td><td colspan="2">Participation in didactic classes included in study plan</td><td>Participation in consultation hours</td><td>Self-study</td><td>SUM</td></tr>
<tr><td>Number of study hours</td><td colspan="2">30</td><td>10.0</td><td>35.0</td><td>75</td></tr>
<tr><td>Subject objectives</td><td colspan="7">The aim of the course is to familiarize students with banking terminology, sector, segmentation, products, credit and sales process and documentation.

Has advanced knowledge of norms and rules (legal, organizational, moral and ethical) in finance and accounting. Knows and understands the concepts and principles of industrial property protection and copyright law.</td></tr>
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Learning outcomes	**Course outcome**	**Subject outcome**	**Method of verification**
	[FiRL3_W07] The student has advanced knowledge of norms and rules (legal, organizational, moral and ethical) in finance and accounting. Knows and understands the concepts and principles of industrial property protection and copyright law.	Has advanced knowledge of norms and rules (legal, organizational, moral and ethical) in finance and accounting. Knows and understands the concepts and principles of industrial property protection and copyright law.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work
	[FiRL3_U03] The student can properly analyse the causes, course and effects of specific processes and phenomena in finance and accounting, using advanced theories and relevant social sciences methods. Can identify stakeholders of processes and phenomena from the disciplines of management and quality sciences and economics and finance.	Can properly analyze the causes, course and effects of specific processes and phenomena in finance and accounting, using advanced theories and relevant methods of social sciences. Can identify stakeholders of processes and phenomena from the disciplines of management and quality sciences and economics and finance.	[SU3] text preparation/written work
	[FiRL3_K04] Integrity: - abides by business ethics - respects the law - is objective, is able to recognize conflicts of interest - correctly identifies and resolves dilemmas related to the practice of the profession.	Integrity: - adheres to the principles of business ethics - respects the law - is objective, is able to recognize conflicts of interest - correctly identifies and resolves dilemmas related to the practice of the profession.	[SK4] test/exam - oral or written
	[FiRL3_U01] The student understands and can correctly interpret complex economic phenomena in finance and accounting, and other social sciences. The student understands and can explain the content of announcements of economic institutions, articles published in the daily press and journals in the field of finance (excluding scientific journals). The student correctly applies concepts of social sciences.	Understands and is able to explain the content of announcements of economic institutions, articles published in the daily press and journals in the field of finance (excluding scientific journals). Correctly applies concepts of social sciences.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[FiRL3_K05] Responsibility: - meets deadlines - is able to properly identify priorities for the implementation of the task set by him - consistently strives to achieve the set goal - is able to work systematically and independently - observes the rules and norms of social coexistence.	Responsibility: - meets deadlines - is able to appropriately set priorities for the implementation of the task it has specified - consistently pursues its goal - is able to work systematically and independently - adheres to the rules and norms of social life.	[SK2] presentation/project/paper/ report [SK5] implementation of a problem task
	[FiRL3_W02] The student has advanced knowledge of various types of economic structures and institutions and changes in them, in particular: banking system, insurance system, taxation system, financial markets, organization of the public finance system and the private sector. The student knows the interrelationships between these structures and social institutions on a national and international scale.	He has advanced knowledge of different types of economic structures and institutions and changes in them, in particular: banking system, insurance system, taxation, financial markets, organization of the public finance system and the private sector. He knows the interrelationships between these structures and social institutions on a national and international scale.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
Subject contents	1. Banking Sector and Segmentation2. Cash Management Products3. Types of Financing and Credit Risk4. Credit Documentation5. Market Risk Management6..Leasing, Factoring, Trade Finance and other Banking Products7. Relationship vs. Transactional Banking		

Prerequisites and co-requisites	No specific requiements. An equivalent of B1 English level.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Assessment based on presentations (exercises for credit without a grade)	0.0%	0.0%
Written test	51.0%	100.0%

Recommended reading

Basic literature	Christine Johnson, Banking and Finance, Education Limited, Harlow, 2000.Michael R.Sneyd, International Banking and Finance, Prentice Hall International, Hemel Hampstead, 1992.
Supplementary literature	Jim Corbett, English for International Banking and Finance, Cambridge University Press, Cambridge, 1991.Julie Pratten, Banking English, Delta Publishing, Addlestone, 1997.
eResources addresses	Adresy na platformie eNauczanie:

Example issues/ example questions/ tasks being completed

1. Banking Sector and Segmentation

- **Issue**: Ineffective segmentation can result in poor targeting.
- **Question**: How can AI improve customer segmentation?

2. Cash Management Products

- **Issue**: Limited customization for varied business needs.
- **Question**: What are the key features of competitive cash management tools?

3. Types of Financing and Credit Risk

- **Issue**: Poor credit risk assessment increases default rates.
- **Question**: How do banks adapt credit risk models to market changes?

4. Credit Documentation

- **Issue**: Errors in documentation can cause legal issues.
- **Question**: How can digital tools streamline credit documentation?

5. Market Risk Management

- **Issue**: Difficulty in predicting and managing market volatility.
- **Question**: What strategies help mitigate risks in volatile markets?

6. Leasing and Factoring

- **Issue**: Low SME awareness about leasing and factoring benefits.
- **Question**: How can banks promote these solutions to SMEs?

7. Trade Finance

- **Issue**: Complexities in structuring cross-border solutions.
- **Question**: What are the trends in trade finance for global markets?

8. Relationship Banking

- **Issue**: Balancing personalized services with scalability.
- **Question**: How do banks measure relationship banking success?

9. Transactional Banking

- **Issue**: Customer loyalty is harder to maintain in transactional models.
- **Question**: What innovations enhance the appeal of transactional banking?

10. Technology in Banking

- **Issue**: Inconsistent adoption of technology across products.
- **Question**: How can technology unify banking operations effectively?

Work placement	Not applicable

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