

## COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

<b>1. Course title:</b> <b>BUSINESS RELATIONSHIPS IN FINANCE</b> <b>RELACJE BIZNESOWE W FINANSACH</b>	<b>2. Course code:</b> Number of ECTS credits: <b>4</b> Course completion mode: <b>Z</b> Course commenced/Year: <b>2023/24</b>
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**3. Major: Finance and Accounting for Business**

**4. Department of major coordinator: Department of Banking and Financial Markets**

**5. Name of course instructor:**  
 Lecture: dr hab. Monika Klimontowicz, Prof. UE  
 Classes: -  
 Lab classes: -  
**Examiner: dr hab. Monika Klimontowicz, Prof. UE**

**6. Department of course instructor: Department of Banking and Financial Markets**

**7. Number of contact hours with students:**

Type of instruction	Full-time study	Part-time study
lectures	30	18
classes	-	-
foreign language classes	-	-
lab classes	-	-
seminars	-	-
e-learning	-	-
other	-	-
<b>Total hours</b>	<b>30</b>	<b>18</b>
examination (hours)	-	-

**8. Course timeframe - no. of semesters: 1 semester**  
 Course commencement / Year: **1<sup>st</sup> year**  
 Course commencement / Semester: **1<sup>st</sup> semester**

**9. Level of tertiary education: Master**

**10. Course status**  
 Compulsory for the major  
 Compulsory for the specialisation  
 Elective

**11. Course prerequisites**  
 Compulsory:-  
 Recommended:-

**12. Course objectives:**  
 The primary course objective is to increase the awareness of interpersonal relations for success in both business and personal aspects. Special attention will be paid to taking responsibility for interpersonal relationships, including ethics.

**13. Teaching and learning methods:**

**A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lectures with multimedia presentations	Lectures presenting the specific theoretical aspects of the course applying multimedia presentation and using the discussion, case studies and other student-activating methods.	30	18
Total			AS: 30	AN: 18

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Lectures' presentations and class notes analysis	Individual work preparing for discussions during the lectures and the final exam.	25	30
2.	Individual computer-assisted learning	Individual work, searching and analysing information needed for preparing for discussions during the lectures and the final exam.	25	32
3.	Teamwork	Discussion in groups on case studies and preparing the presentation.	20	20
Total			BS: 70	BN: 82

Total AS+BS = 100

Examination (E) = 0

Total AS+BS+E= 100

Total AN+BN = 100

Examination (E) =0

Total AN+BN+E = 100

**14. Keywords:** CRM, interpersonal competencies, customer relationships, business relationships

**15. Course content:**

1. The importance of interpersonal relations in business.
2. The role of interpersonal relations in the CRM (Customer Relationship Management) concept.
3. The characteristic of customer relationships in the financial market – features, determinants, and impact on entities profits and performance.
4. Internal and external communication and customer satisfaction as key determinants of building long-term relations in business.
5. Ethics and responsibility in the process of building relationships in business.
6. Digitalisation and its influence on interpersonal relationships in business.

**16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment**

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
FAB2_W01#	A student has obtained the knowledge and understood the importance of interpersonal relationships for local and international and on	Test.	Test forms.

	concepts and methods of building long-term business relations.		
FAB2_W02#	A student has obtained the knowledge and understood interpersonal relationships' determinants, including digitalisation.	Test.	Test forms.
FAB2_W03#	A student has obtained the knowledge and understood dilemmas relating to the conflict between the business objectives and the ethical and responsible building long-term relations.	Active participation in discussions, fulfilling tasks and case studies.	Worksheets and/or lecturer's notes.
FAB2_W04#	A student has obtained the knowledge and understood key determinants of business relationships, including ethics and social responsibility.	Active participation in discussions, fulfilling tasks and case studies.	Worksheets and/or lecturer's notes.
<u>Skills</u>			
FAB2_U04#	A student knows English at the B2 level that enables taking an active part in a discussion and presenting his opinion.	Active participation in discussions, fulfilling tasks and case studies.	Worksheets and/or lecturer's notes.
<u>Social competences</u>			
FAB2_K03#	A student is ready to build long-term business relationships responsibly and ethically, taking into account public interest and being aware of the result of her/his activity.	Active participation in discussions, fulfilling tasks and case studies.	Worksheets and/or lecturer's notes.
FAB2_K04#	A student is ready to play business roles ethically and responsibly.	Active participation in discussions, fulfilling tasks and case studies.	Worksheets and/or lecturer's notes.

### 17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Activity during the course.	Active participation in discussions and tasks	50%
2.	Single-choice test without the possibility to use manuals.	Test checking the knowledge on building relationships in business.	50%

\* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

### 18. Reading list

#### Mandatory readings:

1. V. Kumar, Werner Reinartz: Customer Relationship Management: Concept, Strategy, and Tools. 3rd Edition. Springer, 2018.
2. Peppers, D. and M. Rogers: Managing customer relationships: a strategic framework. Wiley, International.
3. Wan, W. W., Luk, C. L., Fam, K. S., Wu, P., & Chow, C. W.: Interpersonal relationship, service quality, seller expertise: How important are they to adolescent consumers?. Psychology & Marketing, 29(5), 365-377, 2012.  
[https://www.ripublication.com/ijbml16/ijbmlv7n1\\_01.pdf](https://www.ripublication.com/ijbml16/ijbmlv7n1_01.pdf)

#### Suggested readings:

1. Klimontowicz, M.: Customer-centricity evolution as a foundation of bank's competitive strategy. . Wyd. Journal of Economics & Management, 16, 45-59., 2014.  
<http://yadda.icm.edu.pl/yadda/element/bwmeta1.element.desklightbc08c704-4831-48cc-8ad5-d32b96d33967>

### 19. Language of instruction: English

### 20. Course instructors' recommendations: multimedia classroom