

Course title:	<b>Investments in industry and service</b>				Code:
Field of study:	<b>Tourism and recreation</b>				Year/semester: <b>II</b> <b>cycle, I</b>
Specialization:	<b>Management and marketing</b>				Modes: <b>S/NS</b>
Number of hours / semester: <b>30/12</b>					ECTS credits: <b>4</b>
Lectures: <b>30/8</b>	Classes:	Laboratories:	Projects: <b>0/4</b>	Seminars:	

**Name of lecturer: Paweł Bajon**

e-mail: pawelbajon@o2.pl

**Department: Management and Marketing**

e-mail: wshig@wshig.poznan.pl

**Course position in the study programme:**

specialization object

**Objectives:**

- to acquaint students with essential issues concerning factual and capital investments.
- to understand the most important relations concerning the enterprise development, its present and future value, the general evaluation of investment effects.

**Course contents:**

1. Kinds of investments.
2. Decisive investing factors.
3. Aims of investing.
4. Basic methods and tools of investment profitability evaluation.
5. Principles of funding the investment.
6. Foreign investments (reasons, profitability, funding, forms. Poland as an area of foreign investments).
7. The elements of capital investments ( the financial market, capital transactions, instruments of the financial market, investments of private persons).

**Teaching methods:** lectures, project

**Assessment methods:** final paper

**Recommended reading:**

1. Jerzy Róžański (red.): Inwestycje rzeczowe i kapitałowe, wydawnictwo Diffin, Warszawa 2006.
2. Michalak Aneta: Finansowanie inwestycji w teorii i praktyce, Wydawnictwo Naukowe PWN, Warszawa 2007.
3. Stawicka Magdalena: Inwestycje zagraniczne, Wydawnictwo Helion, Gliwice 2007.
4. Jajuga Krzysztof, Jajuga Teresa: Inwestycje, Wydawnictwo Naukowe PWN, Warszawa 2006 (wydanie trzecie, zmienione).