English offer for Erasmus students  
2025/26

**SUMMER SEMESTER**

**Basics of marketing**

**TEACHER:**

**Wojciech Idzikowski, PhD**

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NUMBER OF HOURS AND ECTS POINTS: 40 h, ECTS - 3

**SHORT DESCRIPTION OF THE COURSE:**

Realization of the subject will cover to provide knowledge of basic issues related to marketing. The key issues are: the foundations of marketing, buyer behavior and market segmentation, strategic marketing planning and forecasting, product strategy, pricing strategy, distribution strategy, promotional strategy.

**Literature:**

- Kotler Ph., Principles of marketing, 2013,

- Kotler Ph., Keller K., Marketing management, 2011,

- Kotler Ph., Armstrong G., Marketing: An Introduction, 2012.

**Coaching in sports**

**TEACHER:**

**Tomasz Seweryniak, PhD**

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NUMBER OF HOURS AND ECTS POINTS: 30h, ECTS - 2

**SHORT DESCRIPTION OF THE COURSE:**

Presentation of coaching as an effective and modern activity aimed at the comprehensive development of athletes. Familiarizing students with the techniques and working methods of sports coaches.

Assumed effects after the end of the course:

a) Theoretical and practical knowledge

Students have knowledge about the possibility of using coaching in the process of sports training and know the characteristics of coaches' work. Students are able to diagnose needs in the development of athletes and define coaching goals.

b) Practical skills

Students are able to identify typical practical coaching measures in the actual work of sports coaches.

**LITERATURE:**

* Martens R., Successful Coaching, 4th edition, Human Kinetics, 2012.
* Gallwey Timothy W., The Inner Game of Tennis, Palgrave MacMillan, 2015.
* Whitmore J., Coaching for Performance, 5th edition, Brealey Publishing N., 2017.
* Lara-Bercial S., Hodgson G., North J., Schipper-Van Veldhoven N.; „The 10 golden principles for coaching children: introducing the ICOACHKIDS pledge”. Forum Kinder- und Jugendsport, vol 3, pp 154–160, (2022).

**Personal branding**

**TEACHER:**

**Edyta Pieniacka, PhD**

e-mail: [edyta.pieniacka@awf.wroc.pl](mailto:edyta.pieniacka@awf.wroc.pl)

NUMBER OF HOURS AND ECTS POINTS: 25h, ECTS -2

**SHORT DESCRIPTION OF THE COURSE:**

Personal branding is the deliberate practice of defining and promoting one's unique value, skills, and identity. It involves strategically presenting oneself to highlight individual strengths and differentiate from others. In today's digital age, personal branding encompasses managing one's online presence, including social media profiles and professional networks, to ensure a consistent and authentic representation. Effective personal branding can lead to enhanced career opportunities, stronger professional relationships, and a clearer understanding of personal goals and values.

**LITERATURE:**

* You Are The Brand, M.Kim.
* Me 2.0, D. Schwabel.
* BrandingPays: The Five-Step System to Reinvent Your Personal Brand, K. Kang.
* Platform: The Art and Science of Personal Branding, C. Johnson.

**Finances management in business**

**TEACHER:**

**Bogdan Piątkowski, PhD**

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NUMBER OF HOURS AND ECTS POINTS: 40 h, ECTS - 3

**SHORT DESCRIPTION OF THE COURSE:**

How to become rich? How to mutliply sources of income? Multiple streams of income Easy money: Financial Freedom on a Dollar a Day. The Mountain Range of Financial Freedom: The Three Great Money Mountains. Your First Stream: Success In The Stock Market – Inveesting for Total Idiots. Your Second Stream: Accelerated Stock Strategies – Four Ways to Magnify Your Returns. Your Third Stream: Double Your Money in the Market – How to Multiply your Investment Dollars. Your Fourth Stream: Winning Big in Real Estate. Your Fifth Stream: A Fortune in Foreclosures and Flippers. Your Sixth Stream: Network Marketing – The Ultimate Money Machine. Your Seventh Stream: Infopreneuering – How to Turn a Tiny Classified ad into a Fortune. Your Eighth Stream: Your Next Fortune is Only a Click Away. Your Ninth Stream: Licensing – Intellectual Property at Warp Speed. Balancing Act: Getting Your Act Together.

**LITERATURE**

* Allen, Richard G., Multiple Streams of Income. How to generate a lifetime of unlimited wealth, the USA 2009.
* Graham B., Zweig J., Buffett W. E., The Intelligent Investor. Revised Edition. The Definitive Book on Value Investing, Harper Business Essentials 2006.
* Komar Z., The Art of Speculation, Pret S.A., Warsaw 1993.
* Covey S. R., Covey S., Collins J., The 7 Habits of Highly Effective People. Revised and Updated: 30th Anniversary Edition, Simon & Schuster UK 2020.
* Tracy, Brian, The Psychology of Selling, Harper Collins Focus 2006.

**Team sports games from various cultures**

**TEACHER:**

**Sara Wawrzyniak, PhD**

e-mail: [sara.wawrzyniak@awf.wroc.pl](mailto:sara.wawrzyniak@awf.wroc.pl)

NUMBER OF HOURS AND ECTS POINTS: 25 h, ECTS – 2

**SHORT DESCRIPTION OF THE COURSE:**

During the course students learn about the history and characteristics of selected team sports games from various cultures such as Ringo, Pierścieniówka, Korfball, Floorball, Ultimate frisbee, Baseball/Softball/Teeball; Rugby/Minirugby; American football/Flag football.

The course prepares students to teach the selected team games and modify the rules of the game depending on the number of participants, gender, age, and skills of the participants; and to organize and conduct a recreational and sports events for children, adolescents or adults.

**LITERATURE:**

* Liponski W. (2003). World Sports Encyclopedia. MBI. <https://books.google.pl/books?id=5HpiAAAACAAJ>
* Bronikowski M., Bronikowska M., Kantanista A. (2012). Teaching movement play and games – from the cultural, social and sporting perspective. AWF Poznań.
* Bronikowska M., Laurent J-F. (2015). Recall: Games of the Past – Sports for Today, TAFISA
* International World Games Association: <https://www.theworldgames.org/>

**Non-olympic sports**

**TEACHER:**

**Sara Wawrzyniak, PhD**

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NUMBER OF HOURS AND ECTS POINTS: 15 h, ECTS – 1

**SHORT DESCRIPTION OF THE COURSE:**

The course program presents the sports disciplines included in the World Games Program over the years. During the course students learn about the history of International World Games Association and the possibilities of applying non-Olympic sports in school physical education. The program includes non-Olympic disciplines in groups: ball sports such as beach handball, squash, fistball, lacrosse; martial arts such as karate, kickboxing, sumo; artistic and dance sports such as dancesport, gymnastics and roller sports; precision sports such as archery, billiards sports, bowling; strength sports such as tug of war; and trend sports such as air sports, orienteering, sport climbing, underwater sports.

**LITERATURE:**

* Liponski W. (2003). World Sports Encyclopedia. MBI. <https://books.google.pl/books?id=5HpiAAAACAAJ>
* Rules of the World Games, International World Games Association, 2018; Available: https://www.theworldgames.org/contents/The-IWGA-15/All-Documents-1807
* International World Games Association: <https://www.theworldgames.org/>

**Sport medicine**

**TEACHERS:**

**Sebastian Klich, PhD, Post-doctoral degree**

e-mail: [sebastian.klich@awf.wroc.pl](mailto:sebastian.klich@awf.wroc.pl)

**Rafał Szafraniec, PhD**

e-mail: [rafal.szafraniec@awf.wroc.pl](mailto:rafal.szafraniec@awf.wroc.pl)

NUMBER OF HOURS AND ECTS POINTS: 30 h, ECTS – 2

**SHORT DESCRIPTION OF THE COURSE:**

The course offers comprehensive knowledge in the field of sports medicine, encompassing various aspects such as injury prevention, rehabilitation, and performance enhancement techniques tailored for athletes. Classes primarily focus on practical applications, enabling students to engage in hands-on learning experiences. Participants will learn a variety of skills including injury assessment, therapeutic exercises, taping techniques, and sports-specific rehabilitation protocols.

**LITERATURE:**

* Weiss L.D., Weiss J.M., Pobre T., Oxford American Handbook of Physical Medicine and Rehabilitation, Oxford University Press, 201O.
* Prentice W.E. Rehabilitation Techniques in Sports Medicine with Lab Manual, SLACK Incorporated, 2004.
* Chu D.A. Jumping Into Plyometrics, Human Kinetics, 1998.

**Table tenis**

**TEACHER:**

**Ziemowit Bańkosz, assoc. prof. AWF Wrocław**

e-mail: [ziemowit.bankosz@awf.wroc.pl](mailto:ziemowit.bankosz@awf.wroc.pl)

NUMBER OF HOURS AND ECTS POINTS: 30 h, ECTS – 2

**SHORT DESCRIPTION OF THE COURSE:**

Table tennis is a sport discipline for everyone in every age, there is no limit for level of fitness to play it... Therefore “Table tennis” as a subject helps to get the knowledge about how to use this game in physical education lessons or in organizing physical activity for children or adults. The main goal of this course is to learn and develop technical and tactical table tennis skills as well as to show table tennis as “a sport for all”. You are expected to have great fun enjoying our table tennis course. The whole equipment (racquets, balls, tables) is available for every participant.

**LITERATURE:**

* Hodges, Lary – Table Tennis Tactics for Thinkers. CreateSpace Independent

Publishing Platform, 2013

* Bernd-Ulrich Groß, Werner Schlager - Table Tennis: Tips from a World Champion. Meyer & Meyer Sport, 2011
* Howard Zhenhao Zeng - Teaching and Practicing of Table Tennis. LAP Lambert Academic Publishing, 2010
* English Table Tennis Association - Table Tennis. A & C Black Publishers Ltd, 2006
* Ziggy Hanaor - Ping Pong. Cicada Books Limited, 2012
* Philippe Molodzoff - ITTF Advanced Coaching Manual. ITTF

**Sports’ faces**

**TEACHERS:**

**Piotr Cych, PhD**

e-mail: [piotr.cych@awf.wroc.pl](mailto:piotr.cych@awf.wroc.pl)

**Weronika Machowska-Krupa, PhD**

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NUMBER OF HOURS AND ECTS POINTS: 30 h, ECTS – 2

**SHORT DESCRIPTION OF THE COURSE:**

Objectives of the course: equipping the student with the knowledge about sport. This subject shows how interesting and sophisticating is sport, gives the opportunity to observe sport from different points of view. Sports’ faces – this title suggest that sport has different range, it can be used as a pedagogical tool, it can serve as a source of many and satisfaction not only for participants but also for a lot of people who are around (politicians, managers, coaches, referees, medicians etc.). Students on their own choose the most interesting topics for discussions – extreme sports, money in sports, sports and music, sport vs ecology etc. Each student lead a discussion on topic chosen by himself or herself.

**LITERATURE:**

* Gratton Ch., Bartlett R., Rolf Ch. (ed.) (2006). Encyclopedia of international sports studies, Vol. 1-3. Routledge
* Hough P., Penn S. (2017) Advanced personal training : science to practice. Routledge.
* The brand new articles from well recognized periodics on chosen topic.

**Yoga**

**TEACHERS:**

**dr Małgorzata Kałwa**

e-mail: [malgorzata.kalwa@awf.wroc.pl](mailto:malgorzata.kalwa@awf.wroc.pl)

**dr Katarzyna Gębura**

e-mail: katarzyna.gebura@awf.wroc.pl

NUMBER OF HOURS AND ECTS POINTS: 30 h, ECTS – 3

**SHORT DESCRIPTION OF THE COURSE:**

Yoga means calming the mind through various paths of impact on the body and mind and leading to total peace. Awareness, yoga, meditation, harmony, peace and self-transformation are the qualities that will be developed through the course.

The proposed course is aimed at basic information about the purpose and paths of yoga and basic directions of physical development through improved physical and mental well-being.

**LITERATURE:**

* Kulmatycki L. Stres Joga Relaksacja - Podrecznik éwiczeh. Wyd. Bagihski i synowie. 1993
* Cory M. Joga — kompletny przewodnik dla poczqtkujqcych. Wyd. Vital. 2019
* Niedaszkowski B. Joga i arjuweda. Przewodnik dla wspåtczesnego cztowieka. Galaktyka 2015 L6d±.
* Annand N. Yoga. A Manual for Life. Bloomsbury Publishing Plc. 2019

**Sports nutrition and supplementation**

**TEACHER:**

**Anna Książek, assoc. prof. AWF Wrocław**

e-mail: [anna.ksiazek@awf.wroc.pl](mailto:anna.ksiazek@awf.wroc.pl)

NUMBER OF HOURS AND ECTS POINTS: 25 h, ECTS – 2

**SHORT DESCRIPTION OF THE COURSE:**

In this subject students will learn the key principles of sports nutrition to improve and maintain optimal performance for sport and exercise for athletes and active indiviudals, including the latest research papers. Topics covered will include assessment of Energy needs, the role of macronutrients, mineral, vitamins intake and fluid; training and competition nutrition, sports foods and supplements; nutrtion for specific and competition nutrition and current issues in sports nutrtion and supplementation.

**LITERATURE:**

* Burke LM., Deakin V (eds). Clinical Sports Nutrtion, 5 th ed. Australia: cGrawHill; 2015. ISBN: 978-1743073681
* Karpiński C., Rosenbloom C.Sports Nutrition: A Handbook for Professionals.

6th ed. Chicago, IL: SCAN Dietetics Practice Group, Academy of Nutrition and

Dietetics; 2017 ISBN: 978-0880919753

* Kerksick, CM., Wilborn CD., Ronerts MD., Smith-Ryan A., Kleiner SM., Jäger, R., Kreider RB. ISSN exercise & sports nutrition review update: research &

reommendations. *J.Int Soc. Sports Nutr. 2018.15(1), 1-57.*

* Thomas DT., Erdman KA., Burke LM. Position of the Academy of Nutrition and Dietetics, Dietitians of Canada, and the American College of Sports Medicine: Nutrition and Athletc Performance. *J Acad Nutr Diet. 2016; 116(3): 501-28*

**Event management in recreation**

**TEACHER:**

**Urszula Szczepanik, PhD**

e-mail: [urszula.szczepanik@awf.wroc.pl](mailto:urszula.szczepanik@awf.wroc.pl)

NUMBER OF HOURS AND ECTS POINTS: 45 h, ECTS – 4

**SHORT DESCRIPTION OF THE COURSE:**

The aim of the course is to enable students to familiarize themselves with the problems of recreational events. During the course, they will learn about the stages if preparation of recreational events and also will get acquainted with the preparation of documentation. As a part of the course, students will take an active part in organizing a recreational event.

**LITERATURE:**

* Event Management in Sport, Recreation and Tourism, Theoretical and Practical Dimensions, Edited By Cheryl Mallen, Lorne Adams, 2017
* Sport, Recreation and Tourism Event Management: Theoretical and Practical Dimensions. [Cheryl Mallen](https://www.amazon.com/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Cheryl+Mallen&text=Cheryl+Mallen&sort=relevancerank&search-alias=books) (Author), [Lorne Adams](https://www.amazon.com/s/ref=dp_byline_sr_book_2?ie=UTF8&field-author=Lorne+Adams&text=Lorne+Adams&sort=relevancerank&search-alias=books) (Author) 2008
* Events Management: for tourism, cultural, business and sporting, Lyyn van de Wagen, 2010

**Meditation training**

**TEACHER:**

**dr Katarzyna Gębura**

e-mail: [katarzyna.gebura@awf.wroc.pl](mailto:katarzyna.gebura@awf.wroc.pl)

NUMBER OF HOURS AND ECTS POINTS: 15 h, ECTS – 1

**SHORT DESCRIPTION OF THE COURSE:**

The program of this course covers theory of psychology of mind and mainly applies different method in practice. Students can learn how to recognize and deal with stress, calming the body and mind by using meditative methods, movement meditation and expression practices.

**LITERATURE:**

* + Payne's Handbook of Relaxation Techniques, 4th Edition, A Practical Guide for the Health Care Professional, Rosemary Payne, Marie Donaghy, 2010
  + The relaxation response, Herbert Benson, 2000
  + Mindfulness based stress reduction workbook, Bob Stahl, Elisha Goldstein, Jon Kabat-Zinn, 2019

**Water relaxation**

**TEACHERS:**

**Anna Kwaśna, PhD**

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**Daria Rudnik, PhD**

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NUMBER OF HOURS AND ECTS POINTS: 20 h, ECTS -1

**SHORT DESCRIPTION OF THE COURSE:**

The classes allow students to acquire knowledge of relaxation methods in water and use it during practical classes in the aquatic environment. Additionally, in practice, they can feel the impact of water on the human body while performing various relaxation tasks. Becoming aware of all the benefits associated with various forms of human activity in the aquatic environment will allow for more conscious use of water.

**LITERATURE:**

* Jane Katz (2003), Your Water Workout: No-Impact Aerobic and Strength Training From Yoga, Pilates, Tai Chi, and More, Broadway; 1 edition
* Mary Beth Pappas Baun (2008) [Fantastic water workouts](https://awf-primo.hosted.exlibrisgroup.com/primo-explore/fulldisplay?docid=48AFW_AFW01000027470&context=L&vid=48AFW_VIEW&lang=pl_PL&search_scope=afw01_scope&adaptor=Local%20Search%20Engine&tab=afw01_tab&query=any%2Ccontains%2Cwater%2CAND&mode=advanced&offset=10), Champaign : Human Kinetics
* [Abdelkarem](https://www.researchgate.net/profile/Khaled-Abdelkarem-2?_sg%5B0%5D=dDAPA-uPdVaG4Hl2UTq_Z7sHeSyTMgyYPKoOaf244PY2SgzYc6r0u_65ViDI_uq0FAlSaVk.6HBGo49Ol0_bHjI0IUjRPJHY2s69EO9SWHkmhzll7WES2SL0YZDelLWTJUCbBWoc01UtXLlvIRWC8FSv_iIPmA&_sg%5B1%5D=8CiG4YLrARwmJprm_V-J-3qyU_bCx1k0_tthuIXYVpePa7jYRmgug7OSJzlw8YnAbW5lrKg.efGLsjm0sPbb6t1lIftXaF76DuLHKilheKc5UsLjBmLfgq7Kl6c1QxVwzTQqfCnyGZlWapiahEZJNSN4ad3kAA&_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6ImhvbWUiLCJwYWdlIjoicHVibGljYXRpb24iLCJwb3NpdGlvbiI6InBhZ2VIZWFkZXIifX0) K., (2010) Effects of underwater yoga on some of physiological Variables and SCUBA diving skills, Volume: International Journal of Arts and Sciences 3(12): 307-319

**Attractive forms of beach volleyball**

**TEACHER:**

**dr Tomasz Seweryniak**

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NUMBER OF HOURS AND ECTS POINTS: 15h, ECTS -1

**SHORT DESCRIPTION OF THE COURSE:**

Main goal for this subject is to show Beach Volleyball as an attractive form of physical activity, executed in healthy environment, that affects in versatile way on the human organism. Students will acquaint practically with typical player’s activities during the game. They will also learn the rules of the game for them to be prepared for being the teacher, instructor of recreation, referee and competition organizer for kids and youth. Students as well will have an occasion to know the advanced techniques and tactics of the game.

**LITERATURE:**

* Official Beach Volleyball Rules at www.fivb.org/EN/Beach Volleyball/Rules
* Hömberg S., Papageorgiou A. (1995), Handbook for Beach Volleyball. Meyer&Meyer, Aachen.
* Kiraly K., Shewman B. (1999), Beach volleyball. Human Kinetics.