

English offer for Erasmus students 2026/2027

SUMMER SEMESTER

Basics of Marketing.

TEACHER:

dr Wojciech Idzikowski

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NUMBER OF HOURS AND ECTS POINTS: 40h, ECTS - 2

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:

dr Tomasz Seweryniak

e-mail: tomasz.seweryniak@awf.wroc.pl

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).

Finances Management in Business.

TEACHER:

dr Bogdan Piątkowski

e-mail: bogdan.piatkowski@awf.wroc.pl

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

SHORT DESCRIPTION OF THE COURSE:

How to become rich? How to multiply 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 – Investing 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.

Management Skills Training.

TEACHER:

dr Michał Zacharko

e-mail: michal.zacharko@awf.wroc.pl

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

SHORT DESCRIPTION OF THE COURSE:

This course is designed to develop key managerial competencies that are fundamental to effective leadership in contemporary organizations, including those operating within the field of physical education and sport. It integrates theoretical frameworks with practical training methodologies in order to enhance participants' self-awareness, interpersonal effectiveness, and team management capabilities. Students will acquire knowledge and skills in effective communication strategies, assertive behavior in professional contexts, and the principles underlying the design and delivery of managerial presentations. The course further addresses action planning and decision-making processes, task delegation, work organization, and time management as essential instruments for achieving both individual and organizational objectives.

LITERATURE:

- Piasecka-Głuszak A. (2010). *Manager - Required Skills and Attributes in Effective Management of a Company*. Publishing House of Wrocław University of Economics, Wrocław.
- Robbins, S. P., & Judge, T. A. (2019). *Organizational Behavior*. Pearson.
- Drucker P. F. (2002). *Management Challenges in the 21st Century*. Butterworth-Heinemann.
- Maxwell, J. C. (2007). *The 21 Irrefutable Laws of Leadership*. HarperCollins Leadership.

Field and Laboratory Methods of Assessment of Performance.

TEACHER:

dr Agnieszka Jastrzębska

e-mail: agnieszka.jastrzebska@awf.wroc.pl

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

SHORT DESCRIPTION OF THE COURSE:

The course provides a hands-on learning experience of the rules for the selection of tests (age, discipline, advancement); assessment of the usefulness of physiological and biochemical indicators in the assessment of performance; data collection, basic methods of its analysis and data interpretation; arrangement of tests in the laboratory and in the field.

LITERATURE:

- Mc Ardle W.D., Katch F.I., Katch V.L., Exercise physiology: nutrition, energy and human performance. Wolter Kluwer Health, 2023
- Bache R.J., Żołądź J.A. Muscle and exercise physiology Elsevier, 2019
- McGuigan M., Monitoring training and performance in athletes. Human Kinetics, 2017.
- Wassermann K., Hansen J., Sue D., Stringer W., Sietsema K., Sun X-G., Whipp B. Principles of exercise testing and interpretation. LWW, 2011

Information Technologies.

TEACHER:

dr hab. inż. Sławomir Winiarski, prof. AWF Wrocław

e-mail: slawomir.winiarski@awf.wroc.pl

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

SHORT DESCRIPTION OF THE COURSE:

This course provides students with fundamental knowledge and practical skills in the use of information technologies and Internet-based tools across various professional contexts. Through a combination of lectures and hands-on computer laboratory workshops, students learn how to effectively apply IT solutions within organisational environments, with particular emphasis on sports and health-related organisations. The course covers the use of digital tools in areas such as marketing, sponsorship, event organisation, training centre management, and customer relationship management (CRM). Students gain practical experience in document preparation, data analysis, website creation, and online surveys. Special attention is given to modern digital solutions, including artificial intelligence (AI), augmented reality (AR), and virtual reality (VR), and their application in organisational and professional practice. The course develops digital competencies essential for effective functioning in contemporary, technology driven workplaces. The final program is tailored to students' needs, level and background of studies.

LITERATURE:

- Bouwman, H., van den Hooff, B., van de Wijngaert, L., & Dijk, J. v. (2005). Information and Communication Technology in Organizations: Adoption, Implementation, Use and Effects. London: SAGE Publications Ltd.
- Fulk, J., & Steinfield, C. (Eds.) (1990). Organizations and Communication Technology. Thousand Oaks, CA: SAGE Publications,
- Yates, J., & Maanen, J. V. (Eds.) (2001). Information Technology and Organizational Transformation: History, Rhetoric, and Practice. Thousand Oaks, CA: SAGE Publications, Inc.
- + The Internet.

Beach Tennis.

TEACHER:

dr Natalia Danek

e-mail: natalia.danek@awf.wroc.pl

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

SHORT DESCRIPTION OF THE COURSE:

The purpose of the course is to teach the fundamental elements of beach tennis, focusing on improving skills and enabling competition at various levels. The course aims to familiarize students with the main rules and techniques of beach tennis. In addition to general improvement, students will deepen their knowledge and skills in physical fitness, including tactical elements, formats, and rules of beach tennis competitions. Beach tennis is a dynamic sport growing in popularity worldwide. It features doubles (male, female, or mixed) and singles matches played on sand courts measuring 16x8m and 16x4.5m, respectively. The net height is 1.70m (women's singles and doubles, and mixed doubles) and 1.80m (men's singles and doubles).

LITERATURE:

- Putri A.R., & Riyadi S. (2024). Enhancement of basic tennis technical skills: Game and drill training methods of male athletes reviewed by age group. *Journal Sport Area*, 9(2), 320-328.
- Ferrari R., de Oliveira Carpes, L., Domingues L.B., Jacobsen A., Frank P., Jung N. (2021). Effect of recreational beach tennis on ambulatory blood pressure and physical fitness in hypertensive individuals (BAH study): rationale and study protocol. *BMC Public Health*, 21, 1-9.
- Berardi, M., Lenabat, P., Fabre, T., & Ballas, R. (2020). Beach tennis injuries: a cross-sectional survey of 206 elite and recreational players. *Physician Sportsmed.* 48(2), 173-178.
- Fauzi, D., Hanif, A. S., & Siregar, N. M. (2021). The effect of a game-based mini tennis training model on improving the skills of groundstroke forehand drive tennis. *Journal of Physical Education and Sport*, 21, 2325-2331.

Table Tennis.

TEACHER:

dr hab. Ziemowit Bańkosz, prof. AWF

e-mail: ziemowit.bankosz@awf.wroc.pl

NUMBER OF HOURS AND ECTS POINTS: 25h, 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, to play without almost any restrictions (i.e. age, fitness, weather etc.). 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 Molodtsov - ITTF Advanced Coaching Manual. ITTF

Yoga.

TEACHERS:

dr Małgorzata Kałwa

e-mail: malgorzata.kalwa@awf.wroc.pl

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

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:

- Lalvani V. Complete Book of Yoga. Bounty Books 2004.
- Davi N.J. Secret Power of Yoga, Revised Edition. Potter/ Ten Speed/ Harmony/ Rodale 2022.
- LearnWell Books, Kilian R. Somatic Yoga For Nervous System Regulation. Amazon Digital Services LLC – Kdp, 2024.
- Stephens M. Yoga Sequencing Designing Transformative Yoga Classes, North Atlantic Books,U.S., 2012.

Fundamentals of Sports' Training Theory.

TEACHERS:

dr Piotr Cych

e-mail: piotr.cych@awf.wroc.pl

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

SHORT DESCRIPTION OF THE COURSE:

Equipping the student with theoretical knowledge and practical skills in the field of: planning the training process, designing training units, acquisition of strength, endurance, power, speed, flexibility, agility, coordination, etc., implementation and control of the training process.

Item description: The course is carried out in the form of exercises. Students fill in specially prepared exercise sheets, planning loads, methods and forms of training in the field of fitness training (shaping motor skills), technical and tactical training. In addition, students plan training microcycles as well as macrocyclic structures. They prepare training control systems in the selected sport discipline as well as recruitment and selection systems.

LITERATURE:

- Wilmore JH., Costill DL., Kenney WL. (2008) Physiology of sport and exercise 4th edition. Champaign, Human Kinetics.
- Baechle TR., Earle RW. (ed.) (2000). Essentials of strength training and conditioning, 2nd ed. Champaign : Human Kinetics.
- Shephard R., Åstrand PO. (2000) Endurance in sport, 2nd ed. Oxford etc.: Blackwell Science.
- Dintiman GB., Ward RD. (2003). Sports speed. Champaign : Human Kinetics.
- Hough P., Penn S. (2017) Advanced personal training: science to practice. Routledge.

Hiking Camp.

TEACHER:

dr Patryk Czermak

e-mail: patryk.czermak@awf.wroc.pl

NUMBER OF HOURS AND ECTS POINTS: 60h, ECTS – 4

SHORT DESCRIPTION OF THE COURSE:

The class will be held in the form of a four-day hiking trip in chosen mountain region of Poland. By choosing one of the forms: mountain hiking or cycling, the students will gain knowledge, skills and competences that will help them to obtain professional skills to organize camping tours from scratch.

Aims of the class:

1. Preparing the student for future educational work as an organizer of qualified tourism in different hiking forms.
2. Familiarizing the student with knowledge of planning, programming and implementation of a qualified tourism event.
3. The student's active participation in the process of organizing a qualified tourism event (mountain hiking or cycling).

LITERATURE:

- Grobelny J [R:] (2007), Camping tours. Wyd. AWF Wrocław.
- Grylls B. (2010) Survival skills handbook. EDC Publishing.
- Anon A. (2023) Safety in mountains. Hayne Press.

Aqua Fitness.

TEACHERS:

dr Daria Rudnik

e-mail: daria.rudnik@awf.wroc.pl

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

SHORT DESCRIPTION OF THE COURSE:

The objective of this programme is to familiarise students with the various forms of aqua fitness activities. Once acquainted with the necessary procedures, students will be adequately prepared to organise and conduct these activities in an aquatic environment. Furthermore, the objective is to equip students with the requisite knowledge to conduct aqua fitness activities in an efficient and safe manner.

LITERATURE:

- Christine A., Water Fitness Lesson Plans and Choreography, Human Kinetics Publishers 2010.
- Aquatic Exercise Association, Aquatic Fitness Professional Manual, Human Kinetics Pub Inc 2017.
- Thomason Rob, Water Aerobics Instructor Training Manual with Specific Exercise Programs, RoseDog Books 2017.

Field Plays And Games.

TEACHERS:

dr Anna Malska-Śmiałowska

e-mail: anna.malska-smialowska@awf.wroc.pl

dr Małgorzata Krzak

e-mail: malgorzata.krzak@awf.wroc.pl

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

SHORT DESCRIPTION OF THE COURSE:

The student will be able to organize outdoor games and activities. The student will be able to adapt outdoor activities and games to the conditions (time of day, season, place), goals pursued and the capabilities of the participants. The student will gain new experiences in the natural environment through experimenting, careful observation and listening. The student will learn respect for the immediate environment - elements of ecological education.

In the first part of the semester, students participate in field plays and games led by the teacher, and in the second part of the semester, they organize and participate in field plays and games organized by students.

LITERATURE:

- Jamie Kyle McGillian, Blanche Sims (Illustrator), Sidewalk Chalk: Outdoor Fun and Games.
- Kate Greenaway, Book of Games.
- Christy Isbel Mighty Fine Motor Fun.

Physical Medicine, Balneo-Climatology and Wellness in Sports Injuries.

TEACHER:

dr Aneta Demidas

e-mail: aneta.demidas@awf.wroc.pl

NUMBER OF HOURS AND ECTS POINTS: 45h, ECTS – 3

SHORT DESCRIPTION OF THE COURSE:

In these classes and lectures, Students learn the practical application of methods in the field of Physical Medicine in various disease entities, with particular emphasis on sports injuries. These will be conditions after bone fractures, muscle tears, fascia deformities, ligament ruptures, sprains, contusions, and inflammations.

Examples of injuries: electrostimulation after reconstruction of the ACL knee cruciate ligament, tennis elbow, golfer's elbow, ankle sprain, and rotator cuff inflammation in the shoulder joint.

Students also learn also how to regenerate and relax the body through the use of Wellness treatments after sports injuries.

LITERATURE:

- Electrophysical Agents. Evidence-Based Practice. Tim Watson, Ethne L. Nussbaum. Edinburgh, London, New York, Oxford, Philadelphia, St. Louis, Sydney, 2021 Elsevier Limited.
- Clinical Electrotherapy. Roger M. Nelson, Dean P. Currier, 1991 Appleton & Lange.
- Magnet Therapy, Second Edition: The Self-Help Guide to Magnets Clinically Proven to Relieve 35 Health Problems. William H. Philpott, Dwight K. Kalita, Linwood Lothrop, November 25, 2011.
- Magnet Therapy: An Alternative Medicine Definitive Guide. William H. Philpott, Dwight K. Kalita, Burton Goldberg, Paperback-October 15, 2000.
- Principles of Musculoskeletal Treatment and Management – A Handbook for Therapists. Nicola J Petty, Kieran Barnard, Elsevier 24 August, 2017.

Massage.

TEACHER:

dr Iwona Wilk

e-mail: iwona.wilk@awf.wroc.pl

NUMBER OF HOURS AND ECTS POINTS: 55h, ECTS – 3

SHORT DESCRIPTION OF THE COURSE:

The classes are practical in nature and take place in a room equipped for learning and performing massage.

The main goal is to teach students how to perform classic massage of the back, upper limbs, lower limbs, and the abdominal and chest areas (front of the torso). Students work in pairs, acting as models in one part of the class and performing the massage themselves in the other part.

You do not need to have outstanding manual skills to participate in the classes.

LITERATURE:

- Hollis M., Jones E. Massage for therapist- A guide to soft tissue therapy. Elsevier, 2009.
- Holey E. Cook E. Evidence – based therapeutic massage. Elsevier, 2010.
- Fritz S. Mosby fundamentals of therapeutic massage. Elsevier, 2012.

Biofeedback.

TEACHER:

dr Joanna Mencil

e-mail: joanna.mencel@awf.wroc.pl

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

SHORT DESCRIPTION OF THE COURSE:

Biofeedback is a mind-body technique that uses electronic sensors to provide real-time information on physiological functions, such as heart rate, muscle tension, brain waves and skin temperature. It enables individuals to consciously control these usually involuntary bodily processes in order to manage stress, pain and various health conditions. During the course, students will learn about the various types of biofeedback and the devices used to administer them, as well as how to use these devices effectively to improve health and/or performance.

LITERATURE:

- C. Yucha, D. Montgomery. Evidence-Based Practice in Biofeedback and Neurofeedback, AAPB, 2008.
- IZ. Khazan. Clinical Handbook of Biofeedback - A Step-by- Step Guide for Training and Practice with Mindfulness, A John Wiley & Sons, Ltd., Publication, 2013.
- Malik K, Dua A. Advancing Patient Care With Biofeedback. In: StatPearls. Treasure Island (FL): StatPearls Publishing, 2025.