Appendix No. 1.5 to the Resolution No. 61/2025
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2026/2027 TO 2029/2030
ACADEMIC YEAR 2026/2027

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	**Trade and Services in Agribusiness**
Course/Module code *	
Faculty (name of the unit offering the field of study)	Faculty of Technology and Life Sciences
Name of the unit running the course	Institute of Agricultural Sciences, Environmental Protection, and Management Department of Food and Agriculture Production Engineering
Field of study	Agriculture
Qualification level	second-cycle studies
Profile	general academic
Study mode	full-time studies
Year and semester of studies	Year 1, Semester 1
Course type	specialty subjects/ Agronomy with Agribusiness
Language of instruction	English
Coordinator	Marcin Halicki; PhD with Habilitation in Management and Quality Sciences
Course instructor	Marcin Halicki; PhD with Habilitation in Management and Quality Sciences

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
1	14	27						3

1.2. Course delivery methods

x- **conducted in a traditional way**

- involving distance education methods and techniques

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)

exam

2. PREREQUISITES

Principles of Economics, Ethics, and Law

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	To familiarize students with service and commercial activities, highlighting their role and significance in the economy.
O2	To equip students with the skills required to recognize and utilize fundamental marketing tools in trade and services.

3.2. COURSE/MODULE LEARNING OUTCOMES

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The student knows and understands the significance of complex legal, economic, social, and ethical conditions applied in commercial and service activities in agriculture.	K_W08, K_W09
LO_02	The student is able to skillfully utilize information from various sources, apply appropriate information technologies, and use information and communication technologies (ICT) when collecting data and presenting research findings to improve human quality of life.	K_U01, K_U02, K_U04
LO_03	The student is ready to responsibly undertake actions for the benefit of the social and professional environment.	K_K03

3.3. Course content

A. Lectures

Content outline
Service activity – its role and significance in the economy. Conditions for the development of trade and its significance in the contemporary economy. The essence of trade and theoretical foundations for the separation of trade. Trade versus distribution.
The concept, characteristics, and functions of a commercial enterprise. The business environment of a commercial company. Typology of commercial companies. Spatial aspects of trade operations. The importance of trade in urban and regional development, location concepts in retail/trade, and the development of shopping centers in Poland. The essence, forms, and prerequisites of cooperation in trade.
Management of a commercial enterprise. Strategic orientation in the management of a commercial enterprise. Decision-making problems in a commercial enterprise. Developing the competitive advantage of a commercial enterprise.

Human resource management in trade. Characteristics of work in the trade sector. Elements of personnel policy, employment planning, motivation, and employee appraisal systems.
The genesis and essence of marketing in trade. Marketing strategies of commercial enterprises.
Legal aspects of e-commerce. The significance of building customer loyalty in e-commerce. The status and conditions for the development of e-commerce in Poland.

B. Classes

Content outline
Marketing instruments in trade, store format selection, product and service assortment offering, brand management, prices and margins, promotion. Trends in retail marketing.
The genesis, essence, and techniques of merchandising; retailer and manufacturer merchandising. The concept and interpretation of quality in trade. Quality management systems.
Information systems in trade: sales support, logistics, and customer relationship management (CRM) systems.
Characteristics of e-commerce companies versus traditional forms of trade – case studies.

3.4. Methods of Instruction

Lecture: informative and problem-based lecture with multimedia presentation and discussion.
Classes: Text analysis with discussion, group work, presentation preparation.

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes…)
LO-01	written exam, presentation, observation during classes	Lectures, classes
LO-02	written test, presentation, observation during classes	Lectures, classes
LO-03	presentation, observation during classes	Lectures, classes

4.2 Course assessment criteria

Classes:
Graded pass based on: oral response (participation in discussion) and presentation.
Lecture: exam
Written exam: 1st attempt – open-ended questions
Written exam: 2nd attempt – open-ended questions
The grade obtained on the test is determined by the percentage of points scored relative to the maximum possible score: 51–59% – Satisfactory; 60–69% – Satisfactory Plus; 70–79% – Good; 80–89% – Good Plus; 90–100% – Very Good.

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	41
Other contact hours involving the teacher (consultation hours, examinations)	4
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	40
Total number of hours	85
Total number of ECTS credits	3

* One ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: materials provided by the teacher and online resources on the topics covered
Complementary literature: online resources on the topics covered

Approved by the Head of the Department or an authorised person