

Poznań University of Life Sciences

Faculty of Economics and Social Sciences

Instructor: Daniel Anyebe

Assistant: Teaching Asistant

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Academic Year:2024 - 2025

Course Meeting Location & Time: *Sala Collegium Maximum Meeting Rooms (Hybrid Meetings); Time as per Schedule*

Teaching Statement

I strive to create an inclusive, dynamic learning environment that encourages active participation and connects theory with practice across economics, finance, marketing, and geography. I emphasize clear communication, critical thinking, and real-world application; guiding students with personalized support, interactive seminars, and timely feedback to foster academic and professional growth.

Teaching Evaluations Summary

Key Strengths: Clarity, availability, constructive feedback, fostering student engagement
Improvement Areas: Expansion of digital interactivity, enhanced peer collaboration

Sample Student Feedback:

Category	Economic Problems	Seminar	Financial Markets	Marketing Mgmt	Economic Geography	Trade Fair & Exhib.
Clarity of Explanation	85%	90%	88%	87%	83%	89%
Availability	80%	92%	85%	88%	82%	91%
Feedback Timeliness	85%	89%	87%	85%	80%	88%
Student Engagement	78%	90%	85%	87%	83%	86%
Practical Relevance	80%	85%	90%	89%	82%	90%

- "Instructor explains complex topics clearly and patiently."
- "Supportive outside class hours, very helpful during exam prep."
- "Seminars were engaging and encouraged critical thinking."

Course Details and Policies

Economic Problems (2nd year BSc)

Course Description: This course explores fundamental economic issues like market failures, macroeconomic policies, and evaluates economic problems using applied theories and empirical evidence.

Course Structure:

- Economic problem-solving frameworks
- Market failures and public goods
- Macroeconomic policies
- Real-world case studies
- Seminar discussions

Assessment & Course Policies:

- Course Project (40%): Write a 4-6 page policy proposal report, analytically evaluating an economic issue using data, models, or descriptive analysis.
- Written Exam (25%): Covers lecture topics and problem sets.
- Reading Assignments (20%): 4 reflective submissions or classroom discussions.
- Problem Sets (15%): Three assignments with TA guidance.
- Class Contribution Bonus (up to 10%): Active participation through presentations, discussions, or quizzes.

Suggested Readings:

- Besley, T., & Ghatak, M. (2016). How Do Market Failures Justify Interventions? *World Bank Research Observer*, 9(1), 27–42. <https://doi.org/10.1093/wbro/9.1.27>
- Stiglitz, J. E. (1989). Markets, Market Failures, and Development. *Am. Econ. Rev.*, 79(2), 197–203.
- Mankiw, N. G. (2021). *Principles of Economics*, 9th ed., Cengage Learning. ISBN: 9780357038314.

Masters and Bachelor Level Seminar (2021–2024)

Description:

Develops research, presentation, and academic discussion skills through student-led seminars and research papers.

Course Structure:

- Research methodologies
- Literature review and critique
- Presentation skills
- Peer feedback and seminars

Assessment & Policies:

- Project (40%): Research paper or presentation with critical analysis of economic topics.
- Written Exam (25%)
- Reading Assignments/Participation (20%)

- Problem Sets (15%)
- Class Contribution Bonus (up to 10%)

Suggested Readings:

- Booth, W. C., Colomb, G. G., & Williams, J. M. (2008). *The Craft of Research*, 3rd ed.
- Creswell, J. W., & Creswell, J. D. (2017). *Research Design*, 5th ed.

International Financial and Capital Market (2nd year MSc, 2021–2023)

Description: Studies global financial markets, instruments, risk management, and regulatory frameworks.

Course Structure:

- Financial markets overview
- Derivatives and instruments
- Capital flows and risk
- Market crises analysis

Assessment & Policies:

- Case Study Project (40%)
- Written Exam (25%)
- Reading/Discussion (20%)
- Problem Sets (15%)
- Class Contribution Bonus (up to 10%)

Suggested Readings:

- Mishkin, F. S., & Eakins, S. G. (2021). *Financial Markets and Institutions*, 9th ed.
- Obstfeld, M., & Taylor, A. M. (2004). *Global Capital Markets*.
- Eun, C. S., & Resnick, B. G. (2017). *International Financial Management*, 8th ed.

Marketing Management (2nd year MSc, 2021–2025)

Description: Examines marketing strategies, consumer behaviour, and data analytics.

Course Structure:

- Marketing environment and strategy
- Consumer behaviour
- Market research
- Branding and digital tactics

Assessment & Policies:

- Group Project (40%)
- Written Exam (25%)
- Reading Reports (20%)
- Exercises (15%)
- Class Contribution Bonus (up to 10%)

Suggested Readings:

- Kotler, P., & Keller, K. L. (2021). *Marketing Management*, 16th ed.
- Solomon, M. R. (2019). *Consumer Behaviour*, 13th ed.
- Armstrong, G., & Kotler, P. (2020). *Marketing: An Introduction*, 14th ed.

Economic Geography (BSc, 2024)

Description: Studies spatial economic patterns, globalization, and regional development.

Course Structure:

- Economic geography fundamentals
- Globalization and regional growth
- Spatial industry distribution
- Geographic analysis tools

Assessment & Policies:

- Research Report (40%)
- Written Exam (25%)
- Reading Assignments (20%)
- Problem Sets (15%)
- Class Contribution Bonus (up to 10%)

Suggested Readings:

- Dicken, P. (2015). *Global Shift*, 7th ed.
- Coe, N. M., Kelly, P. F., & Yeung, H. W. C. (2016). *Economic Geography*, 3rd ed.

Trade Fair and Exhibition (1st year MSc, 2021–2022)

Description: Focuses on principles and practice of trade fair and exhibition management.

Course Structure:

- Event management basics
- Planning and logistics
- Marketing and stakeholder relations
- Workshops and simulations

Assessment & Policies:

- Event Project (40%)
- Written Test (25%)
- Workshop Participation (20%)
- Quizzes / Problem Sets (15%)
- Class Contribution Bonus (up to 10%)

Suggested Readings:

- Getz, D. (2012). *Event Studies*, 2nd ed.
- Goldblatt, J. (2019). *Special Events*, 7th ed.