

Summer (second) semester 2023-2024

BA International Business Management

IBM_S_49. Fundamentals of psychology – 2

Theoretical and practical functions of psychology as a science.

Human behaviour and psychological processes. Individual-group relations.

Using psychological language in negotiations, human functioning in contemporary social context. Psychological study of tolerance, prejudice, conformity, and assertiveness

IBM_S_50. Accounting – 5

Applications of accounting in management and business

IBM_S_51. Statistics – 4

Applications of statistics in business and management

IBM_S_52. Fundamentals of management – 3

Introduction to management

IBM_S_53. Microeconomics – 6

Economics viewed from an individual's point of view, factors influencing the actions of individuals

IBM_S_54. Macroeconomics – 6

Economics viewed from a global point of view

IBM_S_55. Fundamentals of law and intellectual property rights – 2

Law as applied in business and commerce at a national and international level

IBM_S_56. Information technology in economics – 4

Applications of IT in management and business

IBM_S_57. Mathematics in economics – 6

Applications of mathematics in business and management

IBM_S_58. International economics – 5

Theories and models of international trade. Analysis of finance from a global perspective.

International economic policies and cooperation

IBM_S_59. Econometrics – 4

Applications of mathematics, statistics and computer science tools in the study of economic data and quantitative relationships between phenomena and economic variables

IBM_S_60. Public finance and tax systems – 4

Finance and its role in the economy. Public finance system. Taxation systems and strategies

IBM_S_61. Economic and social policy – 4

Goals and scope of a state's policy in the main aspects of its economy; the impact of EU policies. Analysis and assessment of phenomena caused by the policy. Factors of state interference in the economy

IBM_S_62. Business law – 4

Law as applied in business and commerce at a national and international level

IBM_S_63. Business insurance – 1

The finance of commercial and public insurance

IBM_S_64. Economic Analysis – 6

Tools and methods of economic analysis, particularly of consumer behaviours

IBM_S_65. Marketing – 3

Management of marketing as well as sales processes in a company, including promotion and pricing of products

IBM_S_66. Human resources management – 3

Management and recruitment of personnel in an undertaking

IBM_S_67. Banking – 3

Banking and financial transactions. Financial intermediation. Main financial products and services. Fundamentals of Banking Law. Concepts, principles and regulations of the banking and finance sector

IBM_S_68. Sport activities – 0

Practical PE classes

IBM_S_69. Polish – 2

Students learn about phonetic system, grammar structures and lexical material at A1 – A2 level of Polish. Basic communication in the context of their professional career - how to interact with clients and other professionals in tourism industry. Apart from language skills, students learn about cultural differences and develop skills for adapting to various codes of conduct in a multicultural and multilanguage environment of tourism industry

IBM_S_70. Professional (English) language - 2

Students learn about phonetic system, grammar structures and lexical material at B2 - C1 level of English. Special emphasis is put on effective communication in the context of their professional career in international business management

IBM_S_71. Financial Markets - 3

Nature and significance of financial markets, principles of functioning and mechanisms of financial markets, instruments and institutions operating on these markets

IBM_S_72. Financial Accounting - 3

Accounting records and financial reporting. Accounting system information used as the basis for assessment and controlling in the enterprise and making business decisions

IBM_S_73. Project management - 4

Students learn about project management and organizational dynamics involved in projects. Identifying and using key performance metrics. Managing project cost and quality. Milestones and deliverables. Initiating, planning, executing, monitoring, controlling and closing projects

IBM_S_74. Fundamentals of International Business - 3

Students learn about determinants of corporate strategy development in international markets

IBM_S_75. World Economy - 2

Principles of functioning and stages of development of world economy. Main trends and factors causing the evolution of world economy

IBM_S_76. Coaching and Business Skills - 3

Basic problems of coaching. Stages of coaching. Working with clients. Skills, practical tools, methods and techniques used in coaching

IBM_S_77. Globalisation of a company - 3

Internationalization of business operations in a theoretical and practical context. Comparative analysis of forms of internationalization and their impact on business operations

IBM_S_78. International market analysis - 3

Principles of functioning of various types of international markets; most important markets for goods and services in global economy. The free market and factors affecting its functioning. Organized markets (e.g., stock exchanges) and their role in the global economy

IBM_S_79. Managerial Accounting - 3

Problems, scope and functions of managerial accounting. Income, cost and profit/loss information in company management. Managerial accounting and its application in operational and strategic decision processes. Budget control. Profitability of investment projects.

IBM_S_80. Logistics - 3

Modern logistics management in business. Flow of information and different types of resources. Flow management in different businesses. Planning and analysis methods used in logistics management

IBM_S_81. International transactions - 3

Practical aspects of conducting foreign trade operations viewed against the growing internationalization of business operations. Preparation, implementation and termination of international transactions

IBM_S_82. Intercultural communication - 3

The problem of communication in international businesses with particular emphasis on cultural differences. Critical points in building understanding. Identifying cultural differences and similarities and functioning in an international environment. Conducting trade negotiations with partners representing different cultures

IBM_S_83. International corporate culture - 4

Role of international corporations in global economy and economies of individual countries. Stages of development of international corporations. Foreign direct investment. Determinants of the development of international corporations. Strategies for expansion into foreign markets. Functional organization of international corporations.

IBM_S_84. Small Business and Start up Management - 3

How to establish and operate one's own company

IBM_S_85. Real Estate and Retail Industries - 2

Principles of functioning of various types of businesses in the real estate and retail industries

IBM_S_86. Event Organization and Management - 3

Law in the field of event management. MICE sector. Tasks and duties of human resources servicing tourist and other events. Legal responsibility of tour guides, tour leaders, resort representatives, instructors, guardians and other people who service events.

IBM_S_87. E-business – 3

A presentation of the main characteristics and particulars of functioning of businesses, involving transactions across the internet and operation based on information technology

IBM_S_88. Fundamentals of sociology – 2

Theoretical and practical functions of sociology as a science. Patterns of social relationships, social interaction. Applications of sociology in business

IBM_S_89. Tourism and hospitality economics - 3

Defining basic terms regarding economics and organization in hospitality; factors determining the hotel efficiency in the tourism services market; work organization in hospitality. Performing profitability and value analysis of hotel and investment projects

IBM_S_90. OHS and fundamentals of ergonomics - 1

IBM_S_91. Ethics - 1

IBM_S_92. Public speaking and presentation skills - 2

IBM_S_93. Personal development – 2

IBM_S_94. Planning and starting a business – 2

How to establish and operate one's own company

IBM_S_95. Geopolitical impact on business - 1

Significance and impact of geopolitical changes in areas of operation of international companies

IBM_S_96. Proseminar - 1

IBM_S_97. BA seminar - 2

Preparing students for writing a thesis in the form of a multimedia presentation. Practicing the ability to present the research project and deliver the presentation of the prepared work during the final exam