

**Winter (first) semester 2023-2024**

**BA International Business Management**

**IBM\_W\_1. 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\_W\_2. Accounting – 5**

Applications of accounting in management and business

**IBM\_W\_3. Statistics – 4**

Applications of statistics in business and management

**IBM\_W\_4. Fundamentals of management – 3**

Introduction to management

**IBM\_W\_5. Microeconomics – 6**

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

**IBM\_W\_6. Macroeconomics – 6**

Economics viewed from a global point of view

**IBM\_W\_7. Fundamentals of law and intellectual property rights – 2**

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

**IBM\_W\_8. Information technology in economics – 4**

Applications of IT in management and business

**IBM\_W\_9. Mathematics in economics – 6**

Applications of mathematics in business and management

**IBM\_W\_10. International economics – 5**

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

International economic policies and cooperation

**IBM\_W\_11. 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\_W\_12. Public finance and tax systems – 4**

Finance and its role in the economy. Public finance system. The finance of commercial and public insurance

**IBM\_W\_13. 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\_W\_14. Business law – 4**

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

**IBM\_W\_15. Public finance and tax strategies – 4**

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

**IBM\_W\_16. Economic Analysis – 6**

Tools and methods of economic analysis, particularly of consumer behaviours

**IBM\_W\_17. Marketing and sales management – 5**

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

**IBM\_W\_18. Human resources management – 3**

Management and recruitment of personnel in an undertaking

**IBM\_W\_19. Fundamentals of banking and financial services – 4**

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\_W\_20. Social policy – 4**

Aims, models and instruments of state intervention in social and economic environment

**IBM\_W\_21. Sport activities – 0**

Practical PE classes

**IBM\_W\_22. 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\_W\_23. 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\_W\_24. 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\_W\_25. 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\_W\_26. 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\_W\_27. Fundamentals of International Business - 3**

Students learn about determinants of corporate strategy development in international markets

**IBM\_W\_28. World Economy - 3**

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

**IBM\_W\_29. 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\_W\_30. 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\_W\_31. 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\_W\_33. 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\_W\_34. 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\_W\_35. 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\_W\_36. 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\_W\_37. 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\_W\_38. Small Business and Start up Management - 3**

How to establish and operate one's own company

**IBM\_W\_39. Real Estate and Retail Industries - 2**

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

**IBM\_W\_40. 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\_W\_41. 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\_W\_42. 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\_W\_43. 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\_W\_W\_44. OHS and fundamentals of ergonomics - 1**

**IBM\_W\_45. Ethics - 1**

**IBM\_W\_46. Public speaking and presentation skills - 2**

**IBM\_W\_47. Personal development - 2**

**IBM\_W\_48. 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