

BA INTERNATIONAL BUSINESS MANAGEMENT

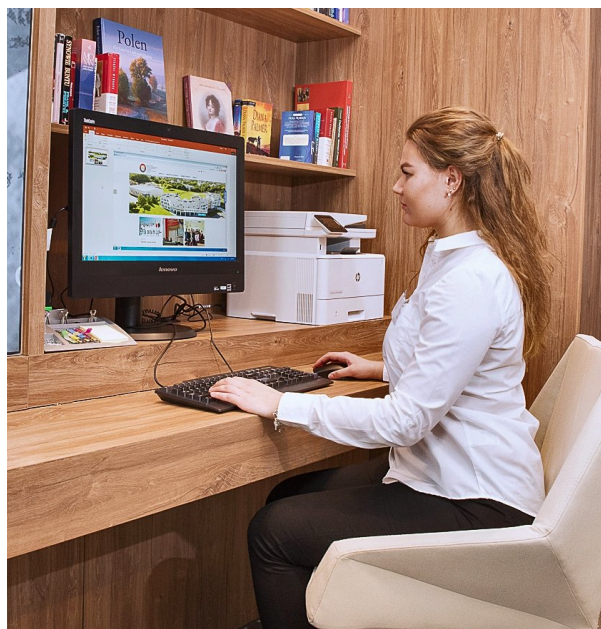
SECOND-CYCLE STUDIES

International Business Management is the art of professional functioning in a complex and competitive international environment. The growth of world trade and technological progress as well as global capital flow across national boundaries adds to the competitive pressure on companies. The programme prepares students to understand and face those challenges.

Our **3-year Bachelor's degree in International Business Management programme** aims to educate and train international business professionals who want to work successfully as economists and managers in any country or culture and combine one's knowledge of business processes with interpersonal relations with partners from diverse cultures. The hands-on and case-based teaching approach provides each graduate with a comprehensive knowledge of business and economics, including the fields of marketing, sales, finance, quality, and management, as well as financials, human and physical resources.

Managerial Economics – contemporary economic environment requires from specialists (managers) a profound understanding of the changes affecting individual economic entities. This speciality teaches management at the level of micro and macroeconomy and provides an explanation regarding the current happenings in economy. Graduates of the managerial economics speciality are prepared to perform functions of managers at various decision-making levels.

International Business – this speciality is mainly focused on learning about reasons and consequences of international exchange of goods and services, investment flow, migration, as well as the manner of functioning of multinational companies and integration groups. Globalisation, Poland's membership in the European Union, development of economic relations with countries of Eastern Europe and activity of international investors in Poland are the most important factors that are necessary to understand the functioning of a fully open economy.



MODULES OVERVIEW

BACHELOR'S DEGREE STUDIES

3

years

180

ECTS points

320

hours of training

10/02

intakes

CAREERS

Graduates obtain knowledge that will enable them to pursue three paths of professional career development:

- running a business or working in the enterprize sector, where knowledge of financial issues, e.g. financial settlements or accountancy is a major factor
- working in the financial sector of banks, insurance and public finance
- working in local government, local and central state government and community government

MODULES OVERVIEW

- Psychology
- Business law and Intellectual property rights
- Sociology
- Information technology in management
- Professional language
- Physical Education
- Foreign Language
- Microeconomics
- Macroeconomics
- International economics
- Mathematics in economics
- Statistics and econometrics
- Fundamentals of accounting
- Fundamentals of finance and insurance
- Fundamentals of banking and financial services
- Public finance and tax strategies
- Management
- Economic and social policy
- Sustainable development
- Economic analysis
- Marketing and sales management
- Financial markets
- Financial management and controlling
- Human resources management
- Coaching and business skills

- Financial accounting
- Managerial accounting
- Logistics
- Project management
- Fundamentals of International business
- World economy
- Globalisation of a company
- International market analysis
- International transactions
- Intercultural communication and corporate culture
- Event organization and management
- Real estate and retail industries
- Business in hospitality
- Small business and start up management
- E-business
- BA Seminar



KEY FACTS

The mode of studies:
Language of instruction:
Requirements:

full-time studies
English (FCE B2 level required)
High school certificate or equivalent to grade 12 or year 12, as certified by the Ministry of Education, which entitles its holder to apply to higher education institutions.

Fees:

200 € administration fee, 2 000€ per year