

Faculty of Arts and Social Sciences
International Business Management (Management and Leadership)
PROFIL: ogólnoakademicki
Bachelor Degree
Weekday studies
Program for 2017/2018 recruitment

SEMESTER 1					
	Course title	Course form	Hours	ECTS credits	Form of credit
			Hours count		
I	Principles of Management 1 : Introduction	seminar	40	3	Credit with Grade
II	Business English Vocabulary 1	workshop	30	3	Credit with Grade
III	English: Grammar and Writing in Business Context 1	workshop	30	3	Credit with Grade
IV	English: Speaking and Presenting in Professional Context 1	workshop	30	3	Credit with Grade
V	Entrepreneurship 1: Business Leaders Presentations	seminar	40	3	Credit with Grade
VI	Information Technology	workshop	30	3	Credit with Grade
VII	Methods of Market Research 1	workshop	30	3	Credit with Grade
VIII	International Business: The Challenges of Globalization	seminar	30	3	Credit with Grade
IX	Foundations of Human Resources	seminar	30	3	Credit with Grade
X	Organizational Behavior 1 - Self- Management	seminar	30	3	Credit with Grade
Number of hours and ECTS			320	30	

SEMESTER 2					
	Course title	Course form	Hours	ECTS credits	Form of credit
			Hours count		
I	Principles of Management 2: Business Organizations	seminar	40	3	Credit with Grade
II	Business Economics 1: Introduction	seminar	40	3	Credit with Grade
III	Organizational Behavior 2: Relations in Organizations	seminar	30	3	Credit with Grade
IV	Introduction to International Politics	lecture	40	3	Credit with Grade
V	Business English Vocabulary 2	workshop	30	3	Credit with Grade
VI	English: Speaking and Presenting in Professional Context 2	workshop	30	3	Credit with Grade
VII	English: Grammar and Writing in Business Context 2	workshop	30	3	Credit with Grade
VIII	Entrepreneurship 2: How to Set up a Company	seminar	40	6	Credit with Grade
IX	Strategic and Brand Management	seminar	30	3	Credit with Grade
Number of hours and ECTS			310	30	

SEMESTER 3					
	Course title	Course form	Hours	ECTS credits	Form of credit
			Hours count		
I	Principles of Managerial Accounting	lecture	40	6	Credit with Grade
II	Principles of Investment	lecture	40	3	Credit with Grade
III	Statistics 1	seminar	40	3	Credit with Grade
IV	Market Research 2	seminar	40	3	Credit with Grade
V	Business English 1	workshop	60	3	Credit with Grade
VI	Political Economy 1	lecture	30	3	Credit with Grade
VII	Political Economy 1	seminar	30	3	Credit with Grade
VIII	Planning, Budgeting and Allocation of Resources	lecture	30	3	Credit with Grade
IX	Advanced Business Development	seminar	30	3	Credit with Grade
X	Physical education	class	30	0	
Number of hours and ECTS			370	30	

SEMESTER 4					
	Course title	Course form	Hours	ECTS credits	Form of credit
			Hours count		
I	Cultural Economics	lecture	40	3	Credit with Grade
II	Principles of Marketing	lecture	40	3	Credit with Grade
III	Main Financial Documents	lecture	40	3	Credit with Grade
IV	Business Economics 2	lecture	30	3	Credit with Grade
V	Law in Business	seminar	30	3	Credit with Grade
VI	Business English 2	workshop	60	3	Credit with Grade
VII	Statistics 2	seminar	40	3	Credit with Grade
VIII	Money, Financial Instruments, and Taxation	workshop	40	3	Credit with Grade
IX	Resolving Conflicts and Disputes	seminar	30	3	Credit with Grade
X	Leadership and Communication	seminar	40	3	Credit with Grade
Number of hours and ECTS			390	30	

SEMESTER 5					
	Course title	Course form	Hours	ECTS credits	Form of credit
			Hours count		
I	BA seminar I	bachelor's seminar	30	6	Credit with Grade
II	Specialization Seminar I	seminar	30	6	Credit with Grade
III	Academic Writing I	workshop	30	3	Credit with Grade
IV	Economic Freedom and Prosperity of Nations	lecture	60	3	Credit with Grade
Specialization Module					
I	International Business Relations (IBR)				
	The State and State Institutions and Their Relations with Business	seminar	30	3	Credit with Grade
	Cultural Differences in Business Context	seminar	30	3	Credit with Grade
	Political Development and Transition	seminar	30	3	Credit with Grade
	Advocacy and Government Relations	seminar	30	3	Credit with Grade
II	Doing Business -Organizing Small and Medium Companies and Organizations (DB)				
	Establishing a Company, Preparing a Business Plan.	seminar	30	3	Credit with Grade
	Business and Cultural Environment	seminar	30	3	Credit with Grade
	Institutional and Legal Conditions for Business in Poland and EU.	seminar	60	6	Credit with Grade
III	Marketing Management in Organizations (MM)				
	Marketing: Guiding Principles	seminar	30	3	Credit with Grade
	Market Analysis	seminar	30	3	Credit with Grade
	PR, Promotion, Advertising	seminar	30	3	Credit with Grade
	Integrated Marketing Communications	seminar	30	3	Credit with Grade
Number of hours and ECTS			270	30	

SEMESTER 6					
	Course title	Course form	Hours	ECTS credits	Form of credit
			Hours count		
I	BA seminar II	bachelor's seminar	30	6	Credit with Grade
II	Specialization Seminar II	seminar	30	6	Credit with Grade
III	Academic Writing II	workshop	30	3	Credit with Grade
IV	Skills for Managers: Negotiations, Conducting Meetings and Career Development	workshop	30	3	Credit with Grade
Specialization Module					
I	International Business Relations (IBR)				
	International Relations	seminar	30	3	Credit with Grade
	European Integration	seminar	30	3	Credit with Grade
	Current Global Problems and Their Impact on Business	seminar	30	3	Credit with Grade
	Multinational Corporations in Global Politics and Economy	seminar	30	3	Credit with Grade
II	Doing Business (DB)				
	Human Resource Management	seminar	30	3	Credit with Grade
	Small Business Marketing	seminar	30	3	Credit with Grade
	Managing Employee Well-Being	seminar	30	3	Credit with Grade
	Public Performance and Personal Branding	seminar	30	3	Credit with Grade
III	Marketing Management in Organizations (MM)				
	Social Media in Marketing Management	seminar	30	3	Credit with Grade
	Brand Management/Brand Audit	seminar	30	3	Credit with Grade
	Marketing Strategy	workshop	30	3	Credit with Grade
	The Best and the Worst Marketing Campaigns	workshop	30	3	Credit with Grade
Number of hours and ECTS			240	30	

		Hours	ECTS credits
		Hours count	
Total		1900	180