

Winter (first) semester 2022-2023

BA International Business Management

IBM_W_1. Psychology – 5

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. Fundamentals of accounting – 5

Applications of accounting in management and business

IBM_W_3. Statistics – 6

Applications of statistics in business and management

IBM_W_4. Management – 4

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. Business law and intellectual property rights – 5

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

IBM_W_8. Information technology in management – 6

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 – 6

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

International economic policies and cooperation

IBM_W_11. Econometrics – 6

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. Fundamentals of finance and insurance – 5

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

IBM_W_13. Economic policy – 5

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. Financial management and controlling – 4

Financial management of an enterprise. Evaluation and interpretation of financial data, interpretation of cause and effect relationships and their use in business management. Budgeting, controlling and efficiency of an enterprise

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 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_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. Sociology – 5

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