

Winter (first) semester 2024-2025

BA International Business Management

BA_IBM_W_01 Fundamentals of psychology – 2 ECTS

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

BA_IBM_W_02 Accounting – 5 ECTS

Applications of accounting in management and business

BA_IBM_W_03 Statistics – 4 ECTS

Applications of statistics in business and management

BA_IBM_W_04 Fundamentals of management – 3 ECTS

Introduction to management

BA_IBM_W_05 Microeconomics – 6 ECTS

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

BA_IBM_W_06 Macroeconomics – 6 ECTS

Economics viewed from a global point of view

BA_IBM_W_07 Fundamentals of law and intellectual property rights – 2 ECTS

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

BA_IBM_W_08 Information technology in economics – 3 ECTS

Applications of IT in management and business

BA_IBM_W_09 Mathematics in economics – 4 ECTS

Applications of mathematics in business and management

BA_IBM_W_10 International economics – 5 ECTS

Theories and models of international trade. Analysis of finance from a global perspective. International economic policies and cooperation

BA_IBM_W_11 Econometrics – 4 ECTS

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

BA_IBM_W_12 Public finance and tax systems – 4 ECTS

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

BA_IBM_W_13 Economic and social policy – 4 ECTS

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

BA_IBM_W_14 Business law – 4 ECTS

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

BA_IBM_W_15 Public finance and tax strategies – 4 ECTS

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

BA_IBM_W_16 Marketing – 3 ECTS

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

BA_IBM_W_17 Banking – 3 ECTS

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

BA_IBM_W_18 Sport activities – 0 ECTS

Practical PE classes

BA_IBM_W_19 Polish – 2 ECTS

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

BA_IBM_W_20 Professional (English) language – 2 ECTS

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

BA_IBM_W_21 Fundamentals of International Business – 3 ECTS

Students learn about determinants of corporate strategy development in international markets

BA_IBM_W_22 World Economy – 2 ECTS

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

BA_IBM_W_23 Managerial Accounting – 3 ECTS

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.

BA_IBM_W_24 Logistics – 3 ECTS

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

BA_IBM_W_25 International transactions – 3 ECTS

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

BA_IBM_W_26 Intercultural communication – 3 ECTS

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

BA_IBM_W_27 International corporate culture – 4 ECTS

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.

BA_IBM_W_28 Planning and starting a business – 2 ECTS

How to establish and operate one's own company

BA_IBM_W_29 Real Estate and Retail Industries – 2 ECTS

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

BA_IBM_W_30 Event Organization and Management – 3 ECTS

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.

BA_IBM_W_31 E-business – 3 ECTS

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

BA_IBM_W_32 Fundamentals of sociology – 2 ECTS

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

BA_IBM_W_33 OHS and fundamentals of ergonomics – 1 ECTS

BA_IBM_W_34 Ethics – 3 ECTS

BA_IBM_W_35 Public speaking and presentation skills – 2 ECTS

BA_IBM_W_36 Fundamentals of finance – 2 ECTS

Vincent Pol University in Lublin

BA International Business Management

Programme Coordinator - Radosław Dolecki, Ph.D.

BA_IBM_W_37 BA seminar – 2 ECTS

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