

Faculty of Arts and Social Sciences
 International Business Management (Management and Leadership)
Bachelor Degree
 Weekday studies
 Program for 2018/2019 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 | seminar | 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 |