

*Jednolity tekst programu studiów wraz z harmonogramem  
obowiązującego od cyklu kształcenia 2025/2026*

**KOSZALIN UNIVERSITY OF TECHNOLOGY**

# **STUDY PROGRAMME OF THE INTERNATIONAL BUSINESS**

**FIRST-CYCLE STUDIES**

**PROFILE OF EDUCATION: GENERAL ACADEMIC**

**KOSZALIN 2025**

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# 1. GENERAL CHARACTERISTICS OF THE FIELD OF STUDY

Faculty/Institute: **FACULTY OF ECONOMIC SCIENCES**

Level of study: **FIRST-CYCLE STUDIES**

Study profile: **GENERAL ACADEMIC**

Mode of study: **FULL-TIME**

**PART-TIME**

Professional title obtained by the graduate: **BACHELOR'S DEGREE**

Number of ECTS points / number of semesters: Full-time: **180 ECTS / 6 semesters**

Part-time: **180 ECTS / 6 semesters**

Fields of science and scientific disciplines related to the expected learning outcomes:

FIELD OF SCIENCE: **SOCIAL SCIENCES**

SCIENTIFIC DISCIPLINES: **ECONOMICS AND FINANCE**

Name of the leading discipline in which more than half of the learning outcomes are achieved, along with the determination of the percentage of ECTS points for the leading discipline in the total number of ECTS points required to complete the studies in the field.

Name of the leading discipline	System ECTS	
	Number	%
Economics and Finance	180	100%

## Indicators related to the study program, field of study, level, and profile of education.

	Full-Time	Part-Time
Number of ECTS points required to complete studies at a given level.	180	180
Number of semesters required to complete studies at a given level.	6	6
Total number of class hours (hours in organized form/hours with practical training).	2070 / 2230	1080 / 1240
Number of ECTS points that a student must obtain as part of classes conducted with the direct involvement of academic teachers or other persons conducting the classes.	93	54
Number of ECTS points allocated to activities related to the scientific research conducted at the university in the discipline or disciplines to which the study program is assigned, considering the participation of students in classes preparing for conducting scientific research or participation in such activities.	109	109
Number of ECTS points allocated to courses in the fields of humanities or social sciences (for study programs assigned to areas other than humanities or social sciences, respectively)	6	6
Number of ECTS points that a student must obtain as part of subjects offered in a form that allows the student to choose classes (at least 30% of ECTS).	107	107
Number of ECTS points allocated to student professional internships.	6	6
Scope or duration of student professional internships.	160 hours	160 hours
In the case of full-time undergraduate studies, the number of hours of physical education classes.	60 hours	n.a.

## 2. GRADUATE PROFILE

The International Business undergraduate program educates specialists with knowledge in the field of social sciences, specifically in economics and finance, and enables them to acquire social skills and competencies necessary for work aligned with their field of study. Learning outcomes include acquiring knowledge, skills, and social competencies essential for research activities and for meeting the demands of the global job market.

Graduates have a thorough understanding of facts, entities, and phenomena in finance, economics, and management, as well as the principles of markets and financial institutions in Europe and their connections to the global economy. They are skilled in analyzing economic and financial phenomena in international enterprises and financial markets. Graduates can analyze economic and business environments from a global perspective, develop strategies for sustainable organizational outcomes, and apply theoretical knowledge in economics and finance in the context of managerial, financial, investment decisions, and economic trend analysis. They gain knowledge related to multiculturalism in business, preparing them for work in culturally and linguistically diverse teams. Moreover, graduates of International Business understand international economic and financial phenomena, identify shaping factors, and have the ability to assess the impact of various phenomena on the economic and financial situation of economic entities at both micro and macro levels.

Graduates, based on collected data, can conduct necessary economic and financial analyses and use the results of these analyses to position themselves regarding economic and managerial decisions. The program prepares graduates for drafting and co-creating simple business plans and development strategies in an international environment. They are proficient in a foreign language at least at the B2+ level and in another modern language at least at the A2 level of the Common European Framework of Reference for Languages and is ready to undertake work both in the domestic and foreign market.

Graduates are prepared for analytical work aimed at effectively solving problems in financial, economic, and managerial areas. They can present these issues in English using modern IT and communication tools. The thematic scope of skills meets the requirements contained in the modules necessary to obtain the European Computer Skills Certificate (ECDL). They are familiar with current accounting principles and the preparation and analysis of financial statements following International Financial Reporting Standards.

They possess communication, negotiation, motivation, and team organization skills in an international environment. The acquired knowledge, skills, and social competencies prepare them for work in enterprises, financial institutions, corporations, and other units operating in the international environment, as well as for establishing their business ventures. Graduates can manage small and medium-sized companies engaged in international trade or operating within international networks. They know the formal-legal rules of conducting business activities and their social and ethical conditions. Upon receiving a bachelor's degree, graduates possess practical skills that allow them to work professionally immediately after graduation. They are characterized by ethical and social professional responsibility, an open attitude focused on functioning in an international environment, and lifelong learning. Graduates are prepared for further professional development, including continuing their education at the second degree in related fields of study in the country and abroad.

### 3. DESCRIPTION OF THE EXPECTED LEARNING OUTCOMES

#### 3.1. LEARNING OUTCOMES TAKING INTO ACCOUNT THE UNIVERSAL CHARACTERISTICS OF THE INTEGRATED QUALIFICATIONS SYSTEM FOR LEVEL 6 QUALIFICATIONS OF THE POLISH QUALIFICATIONS FRAMEWORK

Universal characteristics of Level 6 of the Integrated Qualifications System for qualifications within the Polish Qualifications Framework		International Business, first-cycle studies	
Knowledge			
P6U_W	<b>Knows and understands:</b> <ul style="list-style-type: none"><li>At an advanced level – facts, theories, methods, and the complex relationships between them;</li><li>Various complex conditions of the conducted activities.</li></ul>	<b>Knows and understands:</b> <ul style="list-style-type: none"><li>At an advanced level, theories and facts describing the functioning of financial markets, key entities in the international economy, and the global economy as a whole;</li><li>Various complex conditions of the conducted activities;</li><li>The most important statistical and econometric methods used in finance and economics.</li></ul>	
Skills			
P6U_U	<b>Is able to:</b> <ul style="list-style-type: none"><li>Innovatively perform tasks and solve complex and unusual problems in variable and not fully predictable conditions;</li><li>Independently plan their own lifelong learning;</li><li>Communicate with their surroundings, justify their position.</li></ul>	<b>Is able to:</b> <ul style="list-style-type: none"><li>Innovatively perform tasks and solve complex and unusual problems in the field of finance and economics in variable and not fully predictable conditions;</li><li>Independently plan their own lifelong learning – to develop and update their skills, supplement their knowledge, and acquire new competencies in the field of finance and economics;</li><li>Communicate with their surroundings, justify their position, and propose solution variants for specific problems in the field of finance and economics.</li></ul>	
Social Competences			
P6U_K	<b>Is prepared to:</b> <ul style="list-style-type: none"><li>Cultivate and promote models of proper conduct in the workplace and beyond;</li><li>Make decisions independently, critically assess their own actions, the actions of teams they lead, and the organizations they participate in, taking responsibility for the consequences of these actions.</li></ul>	<b>Is prepared to:</b> <ul style="list-style-type: none"><li>Adhere to and promote the norms of professional ethics for economists and financiers, also within an international work environment;</li><li>Make economic, financial, and managerial decisions independently and as part of teams, both as a participant and as a leader.</li></ul>	

#### 3.2. LEARNING OUTCOMES TAKING INTO ACCOUNT THE CHARACTERISTICS OF THE SECOND DEGREE OF THE INTEGRATED QUALIFICATIONS SYSTEM FOR LEVEL 6 QUALIFICATIONS OF THE POLISH QUALIFICATIONS FRAMEWORK

Characteristics of the second level of the Integrated Qualifications System for qualifications at Level 6 of the Polish Qualifications Framework		International Business, first-cycle studies
Knowledge		
P 6S_WG	<b>Knows and understands:</b> <ul style="list-style-type: none"><li>At an advanced level – selected facts, objects, and phenomena as well as the methods and theories explaining the complex relationships between them, constituting basic general knowledge in the fields of scientific or artistic disciplines that form the theoretical foundations, and selected issues from the area of detailed knowledge – appropriate for the study program, and in the case of studies with a practical profile – also the practical applications of this knowledge in professional activities related to their field.</li></ul>	<b>Knows and understands:</b> <ul style="list-style-type: none"><li>At an advanced level, selected facts, objects, and phenomena concerning the behavior of economic entities, financial markets, and economies as a whole, including the global economy;</li><li>At an advanced level, methods and theories explaining the complex relationships between selected facts, objects, and phenomena of a financial, economic, and managerial nature, constituting basic general knowledge in the field of social sciences, in the discipline of economics and finance.</li></ul>

P 6S_WK	<b>Knows and understands:</b> <ul style="list-style-type: none"> <li>Fundamental dilemmas of contemporary civilization;</li> <li>Basic economic, legal, ethical, and other conditions of various types of professional activity related to the field of study, including basic concepts and principles in the area of industrial property protection and copyright law;</li> <li>Basic principles of creating and developing various forms of entrepreneurship.</li> </ul>	<b>Knows and understands:</b> <ul style="list-style-type: none"> <li>Fundamental dilemmas of contemporary civilization in the field of economics and finance, including international business;</li> <li>Basic economic, legal, ethical, and other conditions of various types of professional activities related to finance and economics, especially in an international environment;</li> <li>Basic concepts and principles in the area of industrial property protection and copyright law;</li> <li>Basic principles and premises for creating and developing various forms of entrepreneurship.</li> </ul>
<b>Skills</b>		
P 6S_UW	<b>Is able to:</b> <ul style="list-style-type: none"> <li>Utilize the knowledge they possess to formulate and solve complex and unusual problems and to perform tasks in conditions that are not fully predictable by: appropriately selecting sources and the information derived from them, making assessments, critical analysis, and synthesis of this information, choosing and applying the appropriate methods and tools, including advanced information and communication techniques;</li> <li>Utilize the knowledge they possess;</li> <li>Formulate and solve problems and perform tasks typical for professional activities related to their field of study – in the case of studies with a practical profile.</li> </ul>	<b>Is able to:</b> <ul style="list-style-type: none"> <li>Use their knowledge to identify and solve economic and financial problems of various levels of complexity, including under conditions of risk and uncertainty;</li> <li>Appropriately select sources and the information derived from them, make assessments, and critically analyze this information;</li> <li>Choose methods and tools in the analysis and solution of problems related to international economic relations, including advanced information and communication techniques;</li> </ul>
P 6S_UK	<b>Is able to:</b> <ul style="list-style-type: none"> <li>Communicate with the environment using specialized terminology;</li> <li>Participate in debates – present and evaluate different opinions and positions and discuss them;</li> <li>Use a foreign language at the B2 level of the Common European Framework of Reference for Languages.</li> </ul>	<b>Is able to:</b> <ul style="list-style-type: none"> <li>Use economic and financial terminology in communication with the environment;</li> <li>Present and evaluate opinions and positions and discuss them in public debates;</li> <li>Use a foreign language at the B2 level of the Common European Framework of Reference for Languages.</li> </ul>
P 6S_UO	<b>Is able to:</b> <ul style="list-style-type: none"> <li>Plan and organize individual work as well as teamwork;</li> <li>Collaborate with others within team projects (including interdisciplinary ones).</li> </ul>	<b>Is able to:</b> <ul style="list-style-type: none"> <li>Plan and organize individual work as well as teamwork;</li> <li>Collaborate with others in team projects (including interdisciplinary ones) in solving problems related to international business.</li> </ul>
P 6S_UU	<b>Is able to:</b> <ul style="list-style-type: none"> <li>Independently plan and carry out their own lifelong learning.</li> </ul>	<b>Is able to:</b> <ul style="list-style-type: none"> <li>Independently plan and implement their own lifelong learning.</li> </ul>
<b>Social Competences</b>		
P 6S_KK	<b>Is prepared to:</b> <ul style="list-style-type: none"> <li>Critically evaluate their knowledge and the content they receive;</li> <li>Recognize the importance of knowledge in solving cognitive and practical problems and seek experts' opinions in cases where they encounter difficulties in solving a problem on their own.</li> </ul>	<b>Is prepared to:</b> <ul style="list-style-type: none"> <li>Critically evaluate their knowledge and the content received in the field of international business;</li> <li>Seek experts' opinions in cases of difficulties with solving problems independently;</li> <li>Recognize the importance of knowledge in the field of international business in solving cognitive and practical problems.</li> </ul>
P 6S_KO	<b>Is prepared to:</b> <ul style="list-style-type: none"> <li>Fulfill social obligations, co-organize activities for the benefit of the social environment;</li> <li>Initiate actions for the public interest and think and act in an entrepreneurial manner.</li> </ul>	<b>Is prepared to:</b> <ul style="list-style-type: none"> <li>Fulfill social obligations arising from economic activities, co-organize activities for the benefit of the social environment;</li> <li>Initiate actions for the public interest;</li> <li>Think and act in an entrepreneurial manner.</li> </ul>
P 6S_KR	<b>Is prepared to:</b> <ul style="list-style-type: none"> <li>Responsibly perform professional roles, including: <ul style="list-style-type: none"> <li>Adhering to the principles of professional ethics and demanding the same from others,</li> <li>Caring for the heritage and traditions of the profession.</li> </ul> </li> </ul>	<b>Is prepared to:</b> <ul style="list-style-type: none"> <li>Responsibly fulfill professional roles, including: <ul style="list-style-type: none"> <li>Adhering to the principles of professional ethics in the field of international business and demanding the same from others,</li> <li>Caring for the heritage and traditions of the profession in the field of international business.</li> </ul> </li> </ul>

### 3.3. TABLE OF REFERENCE OF DIRECTIONAL LEARNING OUTCOMES WITH LEARNING OUTCOMES TAKING INTO ACCOUNT UNIVERSAL CHARACTERISTICS AND SECOND LEVEL CHARACTERISTICS OF THE INTEGRATED QUALIFICATIONS SYSTEM FOR QUALIFICATIONS FOR LEVEL 6 OF THE POLISH QUALIFICATIONS FRAMEWORK

Symbol DLO	DIRECTIONAL LEARNING OUTCOMES (DLO)	DIRECTIONAL REFERENCE LEARNING OUTCOMES FOR POLISH QUALIFICATIONS FRAMEWORK	
		Universal characteristics for a given level of the Polish Qualifications Framework (Act on Higher Education and Science)	Second-degree characteristics for a given level of the Polish Qualifications Framework (regulation of the Ministry of Science and Higher Education)
KNOWLEDGE			
IB1_W01	Has advanced knowledge of selected facts objects, phenomena of economic, financial and managerial character in the domestic and international prospects, forming the fundamental general knowledge of social science, discipline of economics and finances and other scientific disciplines	P6U_W	P6S_WG
IB1_W02	Knows and understands at advanced level the mechanisms of the functioning of international enterprises, corporations, financial markets and entities functioning on these markets as well as running a business in an international setting.	P6U_W	P6S_WG
IB1_W03	Knows and understands at an advanced level the terminology and processes of managing an organization’s assets and the relations between an organization and its surroundings in international scope as well as has the knowledge of managerial functions at different levels.	P6U_W	P6S_WG
IB1_W04	Knows and understands statistical methods and IT tools for collecting, analysing and presenting economic, financial and managerial data used for describing and assessing international processes and economic phenomena.	P6U_W	P6S_WG
IB1_W05	Knows and understands legal norms (including copyrights and industrial property rights) and rules (including organizational, ethical, moral, financial ones) together with their consequences determining the structure and strategy of social and business institutions in international aspect.	P6U_W	P6S_WK
IB1_W06	Knows and understands the legal and ethical conditions of economic activity, attitudes, and dilemmas of contemporary civilization in the field of economics and finance and their consequences for the functioning of international business, as well as the principles and premises for the creation and development of various forms of entrepreneurship in both domestic and international aspects.	P6U_W	P6S_WK
SKILLS			
IB1-U01	Is able to identify, analyze, and plan complex processes in the area of finance, economics, management, as well as the functioning of markets and financial institutions in Europe and their connections with the global economy, utilizing knowledge and data sources to solve problems in conditions that are not fully predictable in professional work, and to formulate and justify their own opinions in business English at least at the B2 level and in another selected modern language at least at the A2 level of the Common European Framework of Reference for Languages (CEFR).	P6U_U	P6S_UW P6S_UK

<b>IB1_U02</b>	Is able to analyze and interpret the course of complex economic, financial, and managerial processes occurring in companies operating in the domestic and foreign markets, based on their knowledge of economics and finance as well as related disciplines, and also communicates with the environment, using economic and financial terminology.	<b>P6U_U</b>	<b>P6S_UW</b>
<b>IB1_U03</b>	Is able to properly select and apply advanced ICT techniques in supporting business decisions in international context as well as uses statistical methods with utilizing modern IT instruments in assisting in decision-taking processes in international business connections	<b>P6U_U</b>	<b>P6S_UW</b>
<b>IB1_U04</b>	Is able to plan and organize individual and team work and participate in public debates, discuss, and collaborate in a team (including interdisciplinary ones) in solving economic, financial, and managerial problems from an international perspective.	<b>P6U_U</b>	<b>P6S_UO</b>
<b>IB1_U05</b>	Is able to utilize theoretical and practical knowledge, including legal norms and ethical, moral, organizational and financial rules, in effective management of institutions and enterprises operating in an international setting.	<b>P6U_U</b>	<b>P6S_UW</b>
<b>IB1_U06</b>	Is able to independently plan and implement their own lifelong learning, including independently acquiring knowledge and developing their skills.	<b>P6U_U</b>	<b>P6S_UU</b>
<b>SOCIAL COMPETENCES</b>			
<b>IB1_K01</b>	Is prepared for critical evaluation of their knowledge and the content received in the field of international business, the need for continuous professional training and personal development, recognizing the importance of knowledge in the field of international business in problem-solving, and seeking experts' opinions in case of difficulties with solving problems independently.	<b>P6U_K</b>	<b>P6S_KK</b>
<b>IB1_K02</b>	Is ready to prepare, implement, and take responsibility for international business and social projects that consider economic, financial, and managerial aspects, as well as to work and initiate actions for the public interest, being aware of multiculturalism in other countries as well as in organizations and international institutions.	<b>P6U_K</b>	<b>P6S_KO</b>
<b>IB1_K03</b>	Is ready to think and act in entrepreneurial way, work at operational, analytical and managerial posts at different levels in enterprises, institutions and organizations functioning in an international setting	<b>P6U_K</b>	<b>P6S_KO</b>
<b>IB1_K04</b>	Is ready to adhere to legal and ethical norms in professional work, demand the same from others, responsibly fulfill professional roles, guided by social and environmental responsibility and caring for the common good, as well as the heritage and traditions of the profession.	<b>P6U_K</b>	<b>P6S_KR</b>



## 4. MATRIX OF DIRECTIONAL LEARNING OUTCOMES IN RELATION TO COURSES

### 4.1. GENERAL EDUCATION COURSES

COURSES	DIRECTIONAL LEARNING OUTCOMES															
	KNOWLEDGE						SKILLS						SOCIAL COMPETENCES			
	IB1_W01	IB1_W02	IB1_W03	IB1_W04	IB1_W05	IB1_W06	IB1_U01	IB1_U02	IB1_U03	IB1_U04	IB1_U05	IB1_U06	IB1_K01	IB1_K02	IB1_K03	IB1_K04
Excel for Business	+			+			+	+	+				+	+	+	+
Culture of English-speaking Countries	+						+		+				+			
History of Western Philosophy					+	+		+			+		+			+
Digital Humanities	+		+				+					+		+		+
Ethics	+				+	+		+			+		+			+
Language I							+									
Business English							+									

## 4.2. CORE COURSES

COURSES	DIRECTIONAL LEARNING OUTCOMES															
	KNOWLEDGE						SKILLS						SOCIAL COMPETENCES			
	IB1_W01	IB1_W02	IB1_W03	IB1_W04	IB1_W05	IB1_W06	IB1_U01	IB1_U02	IB1_U03	IB1_U04	IB1_U05	IB1_U06	IB1_K01	IB1_K02	IB1_K03	IB1_K04
Fundamentals of Finance	+	+						+			+		+		+	
Corporate Finance and Financial Analysis	+			+			+	+	+				+	+		
Financial Markets		+		+			+	+					+	+		
International Finance	+	+				+	+	+		+			+	+	+	
Fundamentals of Economics	+	+	+	+			+	+	+	+			+	+	+	+
Mathematics and in Business				+				+	+				+	+		
Descriptive Statistics				+				+	+				+	+		
Corporate Business Law	+				+	+	+			+	+		+	+		+
Market Data Analysis		+	+	+			+	+	+				+		+	
Fundamentals of Management and Marketing	+	+	+					+		+			+			+

Bachelor's thesis	+			+			+	+					+		+	+	+	+
Seminary	+			+			+	+					+	+	+	+	+	+
Academic Adjustment			+		+		+			+			+	+	+	+	+	+
Intellectual Property Protection					+	+				+	+							
Modern IT Systems in Management	+	+		+				+	+	+	+							
Human Capital Management		+	+				+			+								
International Entrepreneurship	+	+	+		+	+	+	+					+					

#### 4.3. CORE ELECTIVE COURSES

COURSES	DIRECTIONAL LEARNING OUTCOMES															
	KNOWLEDGE						SKILLS						SOCIAL COMPETENCES			
	IB1_W01	IB1_W02	IB1_W03	IB1_W04	IB1_W05	IB1_W06	IB1_U01	IB1_U02	IB1_U03	IB1_U04	IB1_U05	IB1_U06	IB1_K01	IB1_K02	IB1_K03	IB1_K04
Accounting For Business				+	+			+	+				+			+
International Financial Reporting Standards	+				+		+				+		+		+	
Insurance Products for Enterprises	+				+			+				+			+	

International Public Finances	+				+		+			+			+	+		
Fundamental and Technical Analysis		+		+			+		+				+	+		
International Financial Technologies	+	+	+				+	+		+			+	+	+	
Risk Analysis in the Company	+	+		+			+	+	+	+			+	+	+	
Analysis of the Company's Competitiveness	+	+	+	+			+	+	+		+	+	+	+	+	+
Business Consulting	+			+				+	+				+		+	
International Economic Connections	+	+					+	+		+			+	+		+
Economic Geography	+	+	+				+	+		+			+	+		+
European Social and Economic Policy	+	+			+	+	+	+	+				+	+		+
Marketing Management	+	+	+					+		+			+			+
Marketing Research	+	+	+					+		+			+			+

International Business Strategies		+	+	+				+			+			+		+		+
Innovations Management	+		+			+		+		+				+		+		+
International Team Management		+	+								+		+			+		
Corporate Management	+			+	+		+		+			+		+		+		+

#### 4.4. ELECTIVE COURSES

COURSES	DIRECTIONAL LEARNING OUTCOMES															
	KNOWLEDGE						SKILLS						SOCIAL COMPETENCES			
	IB1_W01	IB1_W02	IB1_W03	IB1_W04	IB1_W05	IB1_W06	IB1_U01	IB1_U02	IB1_U03	IB1_U04	IB1_U05	IB1_U06	IB1_K01	IB1_K02	IB1_K03	IB1_K04
Personal Finance	+						+						+	+		
Cost Accounting	+		+	+			+	+							+	
Negotiations in International Business	+	+	+	+			+	+	+	+			+	+	+	+
Labour Economics	+	+		+			+	+	+		+	+	+	+	+	+
Promotion Instruments	+	+	+					+		+			+			+

Project Management		+	+				+			+			+	+	+	
Taxation Systems in European Union	+	+			+		+			+	+		+	+		+
Quantitative Finance	+			+				+	+				+		+	
Entrepreneurship and Innovation in Regional Development	+	+					+			+			+	+		
Economic Reports	+	+	+				+	+	+	+	+	+	+	+	+	+
Culture and Ethics in Management	+				+	+				+	+	+	+		+	+
Interpersonal Communication			+		+	+				+	+	+	+		+	+
Environmental, Social, Corporate Governance Investing		+				+	+				+			+		+
Company Valuation Methods		+					+	+						+	+	
Serious Games	+						+						+	+	+	+
Diversification of Labour Markets in the European Union	+	+	+	+			+	+	+	+			+	+	+	

Health Culture in Business	+				+	+				+	+	+	+		+		+	+
Negotiations and Conflict Management	+	+	+	+			+	+	+	+				+	+	+	+	+
Alternative Investments		+		+					+					+	+			
Behavioral Finance	+				+	+	+				+	+		+		+	+	+
Global Network and Clusters	+	+					+	+						+		+		
International Transport and Logistics	+	+		+	+		+	+	+					+	+	+	+	+
International Marketing		+	+				+			+				+	+	+		
Operations Management			+	+	+			+	+			+		+	+			

#### 4.5. STUDENT INTERNSHIP

DIRECTIONAL LEARNING OUTCOMES																
Student Internship	KNOWLEDGE						SKILLS						SOCIAL COMPETENCES			
	IB1_W01	IB1_W02	IB1_W03	IB1_W04	IB1_W05	IB1_W06	IB1_U01	IB1_U02	IB1_U03	IB1_U04	IB1_U05	IB1_U06	IB1_K01	IB1_K02	IB1_K03	IB1_K04
		+		+	+		+	+			+		+			+

## 5. VERIFICATION OF STUDENTS' ACHIEVEMENT OF LEARNING OUTCOMES

Monitoring of students' achievement of the expected learning outcomes will take place during all types of classes and at every stage of learning, including the diploma process. Monitoring the achievement of learning outcomes should be based on the procedures: assessment and verification of the assumed learning outcomes for the subject and assessment and verification of the assumed learning outcomes for the diploma thesis and diploma examination. Monitoring and verification of the achievement of the assumed learning outcomes for subjects will be carried out by the teacher after the classes, during a meeting of the Program Council. Assessment and verification of the assumed learning outcomes for subjects will concern the completeness of achieving the assumed learning outcomes, the adequacy of the assumed teaching methods to the actual possibilities of achieving the assumed learning outcomes, verification of the compliance of ECTS points with the actual student workload, formulating conclusions regarding the improvement of the learning process within a given subject. Students will have the opportunity to submit comments on the way learning outcomes are monitored and verified after the end of each semester. Monitoring and verification of the achievement of the assumed learning outcomes for the diploma thesis will take place during seminars, after writing the diploma thesis and during the diploma examination. Monitoring and verification of the achievement of the assumed learning outcomes for the seminar and diploma thesis will be performed by the supervisor and reviewer. During the seminars, the promoter will partially verify the achievement of the assumed learning outcomes. The reviewer will verify the achievement of the assumed learning outcomes for the diploma thesis in the review of the diploma thesis. In addition, diploma theses will be checked for copyright infringement in the Unified Anti-plagiarism System. The diploma examination will be an integral element of the diploma seminar. The diploma exam will ultimately verify the achievement of all assumed learning outcomes by students of International Business.

Verification of the learning outcomes achieved by students will include checking the knowledge, skills and social competences acquired by students during classes (lectures, classes, tutorials, laboratories, diploma seminars). Verification of the expected learning outcomes in the first-cycle International Business program will take place and be documented in various forms: - during classes, seminars, tutorials, laboratories, lectures ending with a pass with grade in the form of: written works, reports, tasks, semester tests (written, oral - documenting questions), single- and multiple-choice tests, multimedia presentations, as well as project work; - during lectures ending with an exam in oral form (documenting questions) or written (descriptive or single- and multiple-choice test); - during professional internships by means of confirmation of completing professional internships and achieving learning outcomes documented in a report and an evaluation card issued and signed by a representative of the entity where the internship takes place; - in a bachelor's thesis - verified by the supervisor and reviewer during the diploma process.

In accordance with the Study Regulations, the teacher will be obliged to provide during the first classes: description of the course, including learning outcomes, course program and list of recommended literature, conditions for obtaining credit for classes and the method of ongoing monitoring of teaching results, methods of providing information on the results of exams and credits, as well as the dates and place of consultations for students.

The topics of final and examination papers in the International Business I degree program will result from the content covered in individual subjects. Academic teachers and practitioners teaching individual subjects will determine teaching methods and ways of verifying knowledge, practical skills and social competences. During practical classes, individual and group methods of student activation will be used (e.g. solving problem tasks, case studies, individual and group projects, discussions). The tools for verifying learning outcomes will be: written and oral exams, colloquiums in the practical, conversational and laboratory parts, presentations on a given topic, partial passes for practical tasks, and passes for tasks using software. Additionally, the activity shown by students during various forms of education will be assessed.



## 6. CONDITIONS OF STUDENT'S INTERNSHIP

Internships are an integral part of the undergraduate program in International Business for both full-time and part-time students. These internships aim to achieve the learning outcomes established for the program, in accordance with the guidelines set in the Rules for the organization, implementation, and crediting of professional internships for students of the Faculty of Economic Sciences at Koszalin University of Technology. The purpose of these internships is for students to gain knowledge, develop skills, and acquire social competencies necessary for professional work. They also aim to deepen knowledge about various economic sectors, understand the organization principles and mechanisms of operation within both financial and non-financial enterprises, and government and local government institutions. The detailed outcomes assigned to professional internships are included in the study program. The general objective is to prepare students for their future professional careers by developing the necessary knowledge, skills, and social competencies. The specific objectives of the internships are outlined in the learning outcomes chart for the internships.

Learning outcomes established for student's internships in the field of International Business, first-cycle studies.

KNOWLEDGE	
W01	Participants know and understand advanced mechanisms of enterprises and institutions functioning and conducting business activities in an international environment (IB1_W02).
W02	Participants know and understand methods and tools for collecting, analyzing, and presenting economic and financial data, including of an international nature (IB1_W04).
W03	Participants know and understand legal norms and principles of enterprises and institutions operating in an international environment (IB1_W05).
SKILLS	
U01	Participants are able to identify, analyze, and plan complex processes of an economic, financial, and managerial nature in international business (IB1_U01).
U02	Participants are able to use their knowledge to interpret processes occurring in companies operating in both domestic and foreign markets (IB1_U02).
U03	Participants are able to apply theoretical and practical knowledge, including legal norms and principles of enterprise functioning and management in an international environment, to resolve dilemmas encountered in professional work (IB1_U05).
SOCIAL COMPETENCES	
K01	Participants are prepared for critical assessment of their knowledge and recognize its importance in the management and operation of an enterprise in an international environment (IB1_K01).
K02	Participants are prepared to adhere to legal and ethical norms and to responsibly perform professional roles, as well as to demand the same from others (IB1_K04).

Internships span four weeks (160 hours, 6 ECTS) and are to be undertaken according to the study program for International Business undergraduate level, but not before the end of the fourth semester and not later than before the beginning of the fifth semester. Under exceptional circumstances, based on a written request from the student, the Dean or authorized person may allow an internship to be undertaken earlier (during the fourth semester). The internship is then carried out according to a plan agreed upon with the employer (organization) and the internship supervisor, which is individual and time-distributed. The internship is conducted on an individual basis, with students directed to workplaces with which the university has an agreement (the procedure for concluding agreements is reserved for the university's rector's proxy for internships) or one-off agreements signed by the internship supervisor based on a proxy granted by the rector's proxy. In the latter case, the student may propose an enterprise (organization) for their internship, which the internship supervisor can accept or reject. After determining the internship location, the student presents the internship supervisor with a Schedule of the professional internship approved by the host entity's representative. This schedule includes tasks allowing the achievement of objectives set in the Internship Goals - International Business undergraduate level, published on the WNE website. On this basis, a Referral to the appropriate economic entity is issued.

The document specifies the duties of the intern. After completing the internship, the student submits to the internship supervisor documents signed by the authorized representative of the economic entity: agreement, referral, schedule, and internship report, as well as the Student Assessment Card completed by the economic entity's representative and the Student Survey. The Assessment Card lists the learning outcomes planned for the professional internship included in the study program and the employer's assessment of their achievement by the student. The internship ends on the day of the final examination session. The reviewed and accepted documentation is stored at the Student Services Office. Information about the completed internship is included in the diploma supplement.

The possibility of recognizing an internship as completed when the student performs professional work consistent with the goals and program of the internship depends on the current legal regulations and the Internship Regulations of the Faculty of Economic Sciences at Koszalin University of Technology.

## **7. PROGRAM CONTENT**

### **OF SUBJECTS IN THE FIRST DEGREE INTERNATIONAL BUSINESS PROGRAM**

- I. General Education Courses.
- II. Core Courses.
- III. Core Elective Courses.
- IV. Elective Courses.

## I. GENERAL EDUCATION COURSES

**Course Name:** Business English 1

**Number of ECTS Points:** 2 ECTS

**Full-time Studies:** Practical session: 30 h

**Part-time Studies:** Practical session: 16 h

Discussion about market research surveys. Watching a video about types of market research and introduction of vocabulary related to market research. Developing a brand profile for a new product. Discussion about focus groups and listening to a focus group discussion. Grammar - practising question tags. Studying and practising useful language for making conversation. Carrying out a needs analysis. Looking at the differences between open and leading questions. Watching a video about different questioning styles during a needs analysis. Reflecting on the conclusions from the video and discussing a preferred questioning style during a needs analysis. Looking at useful language for effective leading and open questions. Holding a meeting to agree the details of a corporate event. Talking about answering questions during and after presentations. Listening to a presentation where the presenter answers questions from the audience. Looking at useful language for responding to questions during a presentation. Giving a presentation and responding to questions from the audience. Improving the image - listening to a crisis management meeting. Reading about market research options. Developing a market research plan to improve a company image. Discussion about mentoring. Watching a video about employee development through mentoring. Revision of vocabulary related to cooperation and mentoring in the workplace. Drawing up guidelines for effective mentoring in the workplace. Discussion about balancing kindness and success in business. Reading an article about kindness in the workplace. Studying and practising cleft sentences. Changing an agreement - talking about dealing with mistakes. Watching a video about different approaches to renegotiating an agreement. Reflecting on the conclusions from the video and discussing different renegotiation strategies. Looking at useful language for renegotiating and role-playing renegotiations. Discussion about promoting collaboration in teams. Listening to a brainstorming meeting to address falling sales. Revision of useful language for promoting collaboration and effective teamwork. Role-playing meetings to agree on best ideas. Business workshop - listening to conversations between call centre staff about training and communication issues. Role-playing a meeting to address problems between staff and management. Drawing up guidelines on improving communication between staff and managers.

**Course Name:** Business English 2

**Number of ECTS Points:** 2 ECTS

**Full-time Studies:** Practical session: 30 h

**Part-time Studies:** Practical session: 16 h

Talking about online and mobile transactions. Watching a video about mobile money services in developing countries. Revising vocabulary related to banking and personal finance. Preparing and carrying out a survey about banking preferences. Talking and listening to people talking about money management. Studying and practising phrasal verbs in aspects connected with personal finance. Discussion about different presentation styles. Watching a video about different approaches to engaging a presentation audience. Reflecting on the conclusions from the video and a preferred presentation style. Reviewing useful language for different presentation styles. Preparing and delivering a fact-based or emotion-based presentation. Discussion about various attitudes to budgeting and mobile banking apps. Listening to a banker presenting and defending his ideas for a banking app. Revising useful language for defending ideas and describing the consequences of decisions. Presenting and defending a proposal. Business workshop - managing money. Reading and interpreting information about millennials' banking needs. Listening to regional bank managers talking about banking for millennials. Holding a meeting to discuss and select banking products for millennials. Discussion about different environmental issues. Watching a video about the impact of climate change on coffee production. Revision of vocabulary related to the environment. Giving a presentation on dealing with environmental challenges. Talking about computer viruses and looking at computer-related vocabulary. Reading an article about a cyber attack. Studying and practising the perfect aspect. Speaking about technological challenges. Discussing different attitudes to saying 'no'. Watching a video about different approaches to saying 'no'. Reflecting on

the conclusions from the video and a preferred approach to saying 'no'. Holding a meeting to negotiate allocation of tasks. Considering different approaches to managing difficult conversations and discussing the qualities of good managers. Listening to a difficult conversation between an employee and her manager. Looking at strategies and useful phrases for managing challenging conversations. Holding challenging conversations and trying to reach positive outcomes. Writing: Proposals – Recommendations Lead-in Students read and correct the recommendations section of a proposal. Business workshop - brainstorming ideas for a documentary series on business challenges. Reading the profiles of four businesspeople. Listening to people discussing slides for a proposal for the documentary series. Presenting a proposal for the documentary series using slides.

**Course Name:** Business English 3

**Number of ECTS Points:** 2 ECTS

**Full-time Studies:** Practical session: 30 h

**Part-time Studies:** Practical session: 16 h

Discussion about working abroad. Watching a video about secondments abroad. Looking at vocabulary related to job relocation and secondment. Discussing a possible move to a new country and then deciding for or against it. Reading an article about employee relocation and retention. Grammar - studying and practising inversion for emphasis by talking about their career or studies. Discussion about issues related to performance assessment in organisations. Watching a video about different approaches to giving feedback on performance. Reflecting on the conclusions from the video and a preferred approach to performance reviews. Looking at useful phrases for giving feedback on performance. Role-playing two performance reviews. Discussion about the advantages and disadvantages of a global career. Listening to a presentation about global careers. Looking at useful language and strategies for developing convincing arguments. Giving a presentation arguing for or against something. Business workshop - listening to a presentation about relocation opportunities and to a discussion about secondment. Role-playing a contract negotiation. Discussion about different aspects of alliances between companies. Watching a video about strategic alliances in the airline industry. Looking at vocabulary related to business alliances and acquisitions. Choosing a potential partner for a university or company. Discussion about acquisitions, mergers and strategic alliances. Listening to an interview about different types of business partnerships. Studying and practising past modals by talking about when things didn't go according to plan. Discussion about attitudes to conflict. Watching a video about dealing with conflict. Reflecting on the conclusions from the video and a preferred approach to dealing with conflict. Looking at useful language for discussing conflict. Role-playing a meeting to manage potential conflict between an event organiser and its sponsor. Talking about different attitudes to making mistakes. Listening to a project team meeting about learning from mistakes. Revising useful language and strategies for analysing and learning from mistakes. Talking about a mistake somebody learnt from. Writing: Business workshop – listening to business partners discussing ways to grow their business. Carrying out a SWOT analysis. Deciding on the best option for a business partnership.

**Course Name:** Business English 4

**Number of ECTS Points:** 2 ECTS

**Full-time Studies:** Practical session: 30 h

**Part-time Studies:** Practical session: 16 h

Discussion about natural disasters. Watching a video about earthquake-resistant buildings. Reviewing vocabulary related to managing and minimising risk. Developing and presenting an emergency protocol for a place of work/study. Discussion about key success factors. Reading an article about managing risk in investment. Grammar - studying and practising second, third and mixed conditional sentences while talking about hypothetical situations. Discussion about different attitudes to risk. Watching a video about different attitudes to risk. Reflection on the conclusions from the video and discussion about a preferred approach to risk. Looking at useful phrases for talking about risk. Discussion about risk management for an upcoming event and potential risks that can be planned for in advance. Listening to colleagues discussing potential risks for a project. Revision of useful phrases for analysing risk. Talking about travel risks using a probability impact matrix and deciding on a course of action. Business workshop - reading the profiles of

three start-ups. Listening to an expert giving advice on risk assessment for business owners. Creating a risk-management plan for a start-up. Discussion about online and physical stores. Watching a video about an online retailer that opened a physical store. Revision of vocabulary related to decision-making. Holding a class debate on different approaches to decision-making. Discussion about an attitude to decision-making. Listening to a lecture about decision-making. Grammar - studying and practising 'to + infinitive' or '-ing form.' Writing a letter giving advice. Discussion about emotional vs. rational purchases. Watching a video about different approaches to decision-making. Reflecting on the conclusions from the video and a preferred approach to decision-making. Looking at useful language for discussing fact-based and emotion-based decisions. Role-playing a discussion between colleagues about suppliers. Talking about communicating difficult decisions. Listening to colleagues discussing difficult decisions. Reviewing useful phrases and strategies for maintaining relationships while discussing difficult decisions. Managing a difficult conversation using relationship-oriented decision-making. Business workshop - reading a report on the growth potential of ethnic food in the USA. Listening to interviews with restaurant managers. Holding a meeting to discuss the expansion of a restaurant chain.

**Course Name:** Language I 1

**Number of ECTS Points:** 2 ECTS

**Full-time Studies:** Practical session: 30 h

**Part-time Studies:** Practical session: 16 h

Obtaining specific and general information from written, spoken, and visual texts depicting typical situations during business contacts and phone conversations. Searching for information about various professional profiles, job descriptions (basic vocabulary used in the work environment). Regular and irregular verbs in the present tense (Präsens) and past tense (Präteritum). Correct construction of affirmative and interrogative sentences. Practical phrases and expressions useful for work in a company. Courteous expression of requests and responding to requests. Intensive listening and reading of texts presenting situations in business contacts - conducting phone conversations, written communication, offering assistance. Using possessive pronouns, definite and indefinite articles. Effectively expressing oral and written suggestions and proposals in the context of setting deadlines and planning meetings. Obtaining and transmitting information in written and oral form regarding the planning of time and daily routine of working individuals. Practicing formulating professional activities. Using lexical expressions to effectively have conversations about professional tasks in a network. Obtaining detailed and general information from written and listening texts about German-speaking countries. Correct use of regular and irregular verbs. Intensive pronunciation training: accent in noun and verb phrases. Intensive exercises in using vocabulary related to organization and time management (seasons and time of day, names of months). Using lexical expressions to describe professional activities performed online. Correct use of adverbs of time.

**Course Name:** Language I 2

**Number of ECTS Points:** 2 ECTS

**Full-time Studies:** Practical session: 30 h

**Part-time Studies:** Practical session: 16 h

Obtaining detailed and general information from written, spoken, and visual texts about factors causing stress in the workplace and ways to reduce stress. Exercises in understanding texts related to time management in German-speaking countries, proposing, confirming, rescheduling, or canceling business meetings. Practical use of phrases needed for written and oral communication with a business partner. Efficient scheduling of business meetings. Exercises in creating dialogues using the past tense Perfekt. Exercising and expanding vocabulary related to organizing business meetings and task delegation. Practicing effective description of job duties. Exercises in using modal verbs in the present tense (Präsens). Application of modal verbs and sentence structure practice. Review and reinforcement of nouns in the Akkusativ case, personal pronouns in cases Nominativ and Akkusativ. Providing and obtaining basic information from texts about good habits/norms in business communication in different countries. Intensive listening and reading of texts depicting situations during hotel reservations for business partners in telephone and online

conversations. Oral communication exercises with guests in the company. Practical phrases and expressions useful in business communication. Exercises in using the verbs "mögen" and "möchte(n)". Intensive pronunciation training: sch-Laute, e-Laute. Giving and obtaining information related to a business partner's visit; making reservations for business dinners/restaurants. Effective oral and written expression of suggestions and proposals regarding meal/restaurant choices. Exercises in written formulation of invitations and congratulations. Exercises in the use of the personal pronoun in the Dativ case and the verb "werden" in the present tense Präsens and past tense Präteritum. Obtaining detailed and general information from written and spoken texts regarding cultural differences in professional life in German-speaking countries.

**Course Name:** Language I 3

**Number of ECTS Points:** 2 ECTS

**Full-time Studies:** Practical session: 30 h

**Part-time Studies:** Practical session: 16 h

Obtaining detailed and general information from written, spoken, and visual texts regarding road communication and commuting to/from work. Practicing and expanding vocabulary related to the naming of public and private means of transportation (road/rail/water transport). Practicing the use of vocabulary necessary for indicating the way to work. Efficiently creating a written event plan. Practicing creating dialogues regarding business meeting commutes. Efficiently conducting discussions about planning a one-day business trip. Practicing the use of prepositions with the Dativ and Akkusativ cases. Properly using modal verbs in the past tense Präteritum. Correctly constructing sentences using nouns in the Genitiv case. Exercises with the use of prepositions "zu" and "nach". Obtaining and conveying information in written and spoken form regarding preparations for business trips. Practicing formulating a business travel itinerary. Obtaining and providing information about hotel offers and descriptions for business travel purposes. Expanding vocabulary and practical phrases and expressions useful during business trips. Appropriately conveying oral and written information regarding hotel services in Switzerland. Practical application of phrases necessary for introducing a company. Exercises in expanding vocabulary and structures necessary for formulating polite requests and questions. Intensive listening and reading of texts presenting situations in business relations, conducting phone conversations. Exercises in effectively conveying messages and corporate data. Exercises in the correct use of the conditional mood Konjunktiv II in expressing real wishes, requests, and questions. Intensive pronunciation training: w-Laute.

**Course Name:** Language I 4

**Number of ECTS Points:** 2 ECTS

**Full-time Studies:** Practical session: 30 h

**Part-time Studies:** Practical session: 16 h

Exercises in understanding spoken statements in standard and non-standard varieties of language about traveling to Germany for business purposes. Intensive exercises in describing places and towns related to professional life and conducting business activities, organizing work and leisure time. Correct use of adverbials of place. Exercises in using prepositions Wechselprepositionen with Dativ and Akkusativ cases. Obtaining and conveying detailed information about products and their properties. Intensive practice in description. Exercises using useful phrases when interpreting global product rankings. Efficient creation of comparisons and presenting statistics with correct use of adjectives in the comparative and superlative degree. Creating statements and formulating dates/terms. Intensive exercises in using vocabulary to establish delivery terms. Searching for information regarding the price and quality of products. Obtaining detailed and general information from written and spoken texts related to delivery execution. Exercises in writing complaint letters and goods. Exercises in using expanded vocabulary. Correctly applying the declension of adjectives after definite and indefinite articles. Intensive pronunciation training: ich-Laute, ang-Laute.

**Course Name:** Ethics

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 30 h

**Part-time Studies:** Lecture: 16 h

Subject, scope, and functions of ethics. The place of ethics in the structure of philosophy, humanities, and social sciences. Ethics, morality, and law. Norms, values, ideals, and moral sanctions. Conflicts of values and ethical situations. Business ethics. Ethics in labor relations. Professional practice and ethical situations. Social mechanisms conducive to the violation of moral norms.

**Course Name:** Digital Humanities

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 30 h

**Part-time Studies:** Lecture: 16 h

Introduction to digital humanities. Interdisciplinarity of digital humanities. Human in virtual space. Organization of digital humanities. Cooperation, social connections and competition in digital reality. The role of digital humanities in 21st century education. The future of digital humanities in the national and global dimensions.

**Course Name:** History of Western Philosophy

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 30 h

**Part-time Studies:** Lecture: 16 h

The origins and concept of philosophy and its main fields. Ionian natural philosophy and formulation of the leading problems of philosophy. Classical philosophy: Socrates, Plato and Aristotle. Hellenistic schools: stoics, epicureans and sceptics. The concept of God: from St. Augustine to medieval philosophy and modern agnosticism and atheism. The rise of modern political philosophy. Rationalistic philosophy of the 17th c. Philosophy of Enlightenment. German, British and French Philosophy of the 19th c. Personalism and Existentialism as examples of philosophy of the late modernity.

**Course Name:** Culture of English-speaking Countries

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 30 h

**Part-time Studies:** Lecture: 16 h

Stereotypes associated with English-speaking countries. Selected aspects of the history of English-speaking countries. Religion in English-speaking countries. Legal system of the USA and the United Kingdom. Political system of English-speaking countries using the example of the USA and the United Kingdom. Mass media in English-speaking countries using the example of the USA and the United Kingdom. The position of English-speaking countries in the contemporary world. Everyday life in English-speaking countries (cuisine, clothing, holidays, customs) - historical and contemporary perspective.

**Course Name:** Excel For Business

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Laboratory: 45 h

**Part-time Studies:** Laboratory: 24 h

Data entry. Methods of cell selection. Calculating numeric values using functions. Effective methods of addressing cells. Sorting and creating custom sort orders. Creating custom view filters. Applying formulas. Defining custom forms and dialogues. Recording and running macros. Importing data from external sources. Methodology for creating complex worksheets. Integrate worksheets. Data manipulation. Data filtering. Creating charts. Using tables and pivot



charts. Working with the Data Analysis add-in. Analyzing data using the Solver module. Using the XML language. Calculation portals and web services.

**Course Name:** Academic Adjustment

**Number of ECTS Points:** 0 ECTS

**Full-time Studies:** E-learning: 0 h

**Part-time Studies:** E-learning: 0 h

In the field of occupational health and safety:

Selected legal issues in the field of occupational health and safety. Factors harmful to health. Shaping safe and hygienic working conditions. Accidents at work and occupational diseases. Initial and periodic training. Rules of conduct in the event of an accident at work. Fire protection problems.

In the field of library training:

General information about the Koszalin University of Technology library. Harvest. Electronic databases. Catalogues Rental. Digital library. Using library services. Universal Decimal Classification. Other services in the library.

**Course Name:** Intellectual Property Protection

**Number of ECTS Points:** 1 ECTS

**Full-time Studies:** Lecture: 15 h

**Part-time Studies:** Lecture: 8 h

Introduction to intellectual property protection - sources of law and terminology in national and international terms. The scope of intellectual property rights. The subjective scope of intellectual property law. The emergence and nature of protection of intellectual property rights. Transfer of intellectual property. Exhaustion of Intellectual Property Rights.

Termination of protection of intellectual property objects - comparison of selected countries.

## II. CORE COURSES

**Course Name:** Fundamentals of Finance

**Number of ECTS Points:** 6 ECTS

**Full-time Studies:** Lecture: 30 h, Practical session: 30 h

**Part-time Studies:** Lecture: 16 h, Practical session: 16 h

Introduction to finance. Theoretical and empirical definition of money. Time value of money. Subject (functional) classification of financial flows. Mechanism of transforming savings into investments. Financial system and its structure. Public financial system and its structure. Central bank and commercial banks. Money creation. Monetary policy and central banking. Interest rate and interbank market. Functions and classification of capital market. Capital transfer instruments. Stock trading. Supervision of financial markets. Risk transfer instruments. Derivatives. Mutual investment funds. Functions and structure of stock indices. Major world indices. Insurance companies as financial intermediaries. Currencies and the foreign exchange market. Exchange rate and exchange rate systems. Theories of exchange rates. Interest rate parity. Purchasing power parity.

**Course Name:** Corporate Finance and Financial Analysis

**Number of ECTS Points:** 5 ECTS

**Full-time Studies:** Lecture: 30 h, Practical session: 30 h

**Part-time Studies:** Lecture: 16 h, Practical session: 16 h

Assets and sources of their funding. Preliminary analysis of a company's financial statements. Working capital management. Ratio-based financial analysis of a company. Systems and methods for assessing a deteriorating financial condition of a company. Evaluation of the structure and cost of capital. Leverage effect in company. Investment decision-making principles. Time value of money calculation as the basis for making financial and investment decisions. Valuation methods for businesses.

**Course Name:** Financial markets

**Number of ECTS Points:** 5 ECTS

**Full-time Studies:** Lecture: 30 h, Laboratory: 30 h

**Part-time Studies:** Lecture: 16 h, Laboratory: 16 h

Taxonomy of financial markets. Market of short-term debt securities. Fundamentals of financial instruments pricing. Capital market. Valuation of bonds and stocks. Technical analysis in the stock market. Principles and types of fundamental analysis. Income and risk analysis. Modern portfolio theory. Single-index model. Capital market models: CAPM and APT. Elements of portfolio management. Analysis of derivatives. Derivatives strategies.

**Course Name:** International Finance

**Number of ECTS Points:** 6 ECTS

**Full-time Studies:** Lecture: 15 h, Conversatorium: 30 h

**Part-time Studies:** Lecture: 8 h, Conversatorium: 16 h

Introduction to international finance issues. Characteristics, importance and factors determining international capital flows. Balance of payments and problems of maintaining its balance. International monetary system - currency rates and their convertibility. Exchange rate risk in enterprise operations. Main currency zones, monetary and financial integration. The main financial institutions and financing centers of the world. Instruments and techniques of financing foreign trade (short-term financing techniques; medium- and long-term financing techniques). Settlement of foreign business transactions. International investments of enterprises.

**Course Name:** Fundamentals of Economics

**Number of ECTS Points:** 6 ECTS

**Full-time Studies:** Lecture: 30 h, Practical session: 30 h

**Part-time Studies:** Lecture: 16 h, Practical session: 16 h

Microeconomics:

Management as a process of making choices. Market theory: Market as a mechanism and as an institution. Elasticity of demand and supply. Economic model of the consumer. Economic model of the manufacturer. Producer theory. Cost theory. Competition and its forms. Revenue function, revenue categories. Producer in conditions of perfect competition. Producer under monopoly conditions.

Macroeconomics:

Macroeconomic description of the economy. Product and income measures in the economy. Components of global demand. Macroeconomic characteristics of the labor market. Money and inflation. Mechanisms of long- and short-term changes in the economy. Long-term growth models (Solow model, human capital model, endogenous growth models). Short-run equilibrium - a model with floating and fixed prices. Interpretation of the Philips curve. Business cycle analysis. Monetary policy analysis. Fiscal policy analysis.

**Course Name:** Mathematics in business

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Laboratory: 30 h

**Part-time Studies:** Lecture: 8 h, Laboratory: 16 h

Number sets. Function of one variable. Numerical sequences. The limit of a numeric sequence. Simple interest and compound interest. Limits of functions of one variable. Continuity of functions. Derivative of a function of one variable. Basic formulas and theorems regarding the derivative of a function. Derivative of higher orders. Function differential. The use of the derivative of a function to study the course of its variability. Methods of determining local and global extremes of functions of one variable. Indefinite integral. Methods for calculating integrals. Definite integral. Application of the definite integral to calculate the surface areas of plane figures. Application of differential and integral calculus in economics. Using formulas and theorems to calculate the derivative of a function. Matrices and types of matrices. Matrix determinants. Properties of determinants. Inverse matrix. Cramer's systems and methods for solving them. Function of many variables. Partial derivatives of functions of many variables. Complete differential and its applications. Local extremes of functions of many variables. Marginal productivity and partial elasticity. The problem of linear programming.

**Course Name:** Descriptive Statistics

**Number of ECTS Points:** 2 ECTS

**Full-time Studies:** Lecture: 15 h, Laboratory: 15 h

**Part-time Studies:** Lecture: 8 h, Laboratory: 8 h

Subject, methods and organization of statistical research. Statistical description of the structure of phenomena. Measures of position, variability, asymmetry and concentration. Analysis of the interdependence of phenomena. Simple methods for examining the correlation relationship and the relationship between unmeasurable features. Basic measures characterizing the correlation of two variables. Regression models. Methods for testing the accuracy of the estimated regression function. Analysis of the dynamics of phenomena. Index method. Aggregate indicators of the dynamics of absolute quantities. Methods of isolating development trends. Analysis of seasonal fluctuations.

**Course Name:** Corporate Business Law

**Number of ECTS Points:** 6 ECTS

**Full-time Studies:** Lecture: 30 h, Practical session: 30 h

**Part-time Studies:** Lecture: 16 h, Practical session: 16 h

Law as a field of science and knowledge. Law and other normative systems. Sources and system of law. Branches of law.

Civil law system. Civil law entities, entrepreneurs. Legal relations and legal actions. Property law. Forms of possessing things. Property issues. Co-ownership and the relations it concerns. Limited property rights. Obligation relations. Consequences of non-performance or improper performance of an obligation. Court proceedings, arbitration and mediation. Protection of intellectual property rights.

**Course Name:** Market Data Analysis

**Number of ECTS Points:** 5 ECTS

**Full-time Studies:** Lecture: 15 h, Laboratory: 30 h

**Part-time Studies:** Lecture: 8 h, Laboratory: 16 h

Introduction to lecture topics. Current situation based on market data analysis. Systemic approach to the market. The importance of market data analysis in enterprise management. Designing market analysis. Sources of market information. Market analysis methods. Measurement instruments in market analysis. Application of IT techniques in market analysis - EXCEL/STATISTICA calculation packages. Presentation of market analysis results. Reporting. Statistical analysis in market research - application of market analysis results in the company's decision-making process. Studying market phenomena over time - using the results of market analyzes in the decision-making process of enterprises. Research on market phenomena in space - application of analysis results in the process of making business decisions. Demand analysis methods. Market capacity and absorption analysis. Analysis of customer preferences and loyalty.

**Course Name:** Fundamentals of Management and Marketing

**Number of ECTS Points:** 6 ECTS

**Full-time Studies:** Lecture: 30 h, Practical session: 15 h

**Part-time Studies:** Lecture: 16 h, Practical Clases: 8 h

What is Management? Social Organization, Economic (Business) Organization. Manager's Work (Management Styles, Manager's Power, Decisions- Taking). Influence of the Environment on an Organization's Functioning. Management Functions. Information In an Organization. Marketing In an Organization's Activities. Marketing Aims (Advantages Gained from Marketing). Programms (Marketing strategies). Organization of Marketing In an Enterprise.

**Course Name:** International Entrepreneurship

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture: 8 h, Practical Clases: 16 h

Entrepreneurship: Concept, Definition. Psychological and Sociological Conditionings of Entrepreneurship. International Entrepreneurship (Characteristic Features). Entrepreneurship and Budget Management. Conditionings of Entrepreneurship. Legal and Organizational Forms of Local and International Entrepreneurship. Sources of Financial Supporting Entrepreneurship. Domestic and EU's Mechanisms of Supporting Entrepreneurship. NGOs as a Component of developing Entrepreneurship at Local and International Levels.

**Course Name:** Human Capital Management

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture: 8 h, Practical Clases: 16 h

Human Capital Management Jobs (Domestic vs International Settings). Change Management. Job Description. Motivation. Performance Management. Developing Employees and their Careers. Recruitment and Staffing. Team Building. Training. Remmuneration Schemes.

**Course Name:** Modern IT Systems in Management

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Laboratory: 30 h

**Part-time Studies:** Lecture: 8 h, Laboratory: 16 h

Role of Information In Management. Classification of Information Systems In Management. Marketing Information System (MIS), Strategic Information System (SIS), Information System In Operations Management, Methods and Ways of Gathering Storing and Processing Information. Software Applied In Different Areas of Management. IT Systems Supporting Innovations In Enterprises. Methodes and Instrunents of Finding Information on the Internet; Ways of Communicating Through the Internet.

**Course Name:** Seminar 1

**Number of ECTS Points:** 2 ECTS

**Full-time Studies:** Seminar: 30 h

**Part-time Studies:** Seminar: 16 h

This seminar covers the characteristics of formal and substantive requirements for diploma theses as stipulated by the legal regulations applicable at the faculty. It includes a presentation on the plagiarism detection system, discussions on the principles of structuring a thesis, such as the extraction and sequencing of chapters. The seminar also explores the principles of creating a comprehensive thesis plan, encompassing the introduction, chapters, conclusion, and lists, including tables, figures, charts, bibliography, and appendices. Additionally, it delves into the selection and utilization of source materials, including the correct citation practices. The seminar addresses the formulation of the thesis topic, objectives, and research problems, and guides participants in choosing research methods to achieve their goals. Discussions also touch on the requirements for the editorial and linguistic aspects of the thesis.

**Course Name:** Seminar 2

**Number of ECTS Points:** 2 ECTS

**Full-time Studies:** Seminar: 15 h

**Part-time Studies:** Seminar: 8 h

Presentation of requirements for diploma thesis at Faculty. Discussion of the functioning of the plagiarism system. Discussion of the principles of correct selection of source materials and division of content among individual chapters. Discussion of citation rules and footnote execution in the diploma thesis. Discussion of the content layout, linguistic and stylistic correctness, substantive and formal editing. Discussion of the research scope of the work and selection of research methods.

**Course Name:** Seminar 3

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Seminar: 15 h

**Part-time Studies:** Seminar: 8 h

Presentation and evaluation of collected statistical materials necessary for the empirical part of the thesis construction. Review of results and discussion on the outcomes of conducted empirical analyses. Preparation of a multimedia presentation and student-led discussion on the key research findings.

### III. CORE ELECTIVE COURSES

**Course Name:** Accounting for Business

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 30 h, Practical session: 15 h

**Part-time Studies:** Lecture: 16 h, Practical session: 8 h

Accounting as the language of business - the essence, functions and scope of accounting. Accounting as an information system in the enterprise. Balance sheet. Structure of assets and liabilities. Business activities and their documentation. Rules for recording business transactions on balance sheet accounts. Correcting accounting errors. Income statement. Classification of revenues and profits, costs and losses. Records of business activities on P&L accounts. Determination of the financial result – accounting method.

**Course Name:** International Financial Reporting Standards

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 30 h, Practical session: 15 h

**Part-time Studies:** Lecture: 16 h, Practical session: 8 h

The impact of globalization on corporate accounting. Harmonization and standardization of financial reporting. Institutionalization of International Financial Reporting Standards (IFRS). Conceptual framework for the presentation and preparation of financial statements in accordance with IAS/IFRS. Procedure for implementing IFRS for the first time. Characteristics of selected IAS and IFRS currently in force.

**Course Name:** Insurance Products for Enterprises

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Conversatorium: 30 h

**Part-time Studies:** Lecture 8 h, Conversatorium: 16 h

Types of risk in enterprises from the insurance perspective. The essence of business insurance and insurance products. Regulations and legal standards regulating insurance. Various forms of business activity and adaptation of insurance products. Rules and obligations of the parties to the insurance contract. Insurance of the company's tangible assets. Company car insurance. Insurance of company employees. Financial insurance. Legal insurance. Corporate insurance. Insurance in agricultural activities.

**Course Name:** International Public Finances

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Conversatorium: 30 h

**Part-time Studies:** Lecture 8 h, Conversatorium: 16 h

Public Finances in the system of Financial Sciences. State Budget – procedure and rules. The European Union Budget – procedure, principles, and multiannual financial frameworks. Public debt. Organizational forms of public finance sector entities and forms of public financing. Instruments for collecting public revenues. Social security methods and social security finances. The tax system in international terms and its importance for public finances. Financial institutions and markets and their importance for public finances. The third sector (non-governmental organizations) and its role in public finances. Analysis of the budget result of selected countries. Analysis of public debt of selected countries. Analysis of tax systems of selected countries.

**Course Name:** Fundamental and Technical Analysis

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Laboratory: 30 h

**Part-time Studies:** Lecture 8 h, Laboratory: 16 h

Principles of fundamental and technical analysis. Equity market indicators. Creating stock charts. Trend analysis. Moving averages and their application in technical analysis. Popular price indicators and oscillators. Fundamental analysis and company valuation.

**Course Name:** International Financial Technology

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Laboratory: 30 h

**Part-time Studies:** Lecture 8 h, Laboratory: 16 h

Introduction to New Technologies in Finance. History of New Technologies in Finance. Legal Standards regulating New Technologies in Finance. Types of New Technologies in Finance - general presentation. New Financial Technologies in household and business finances. New Financial Technologies in the banking sector. New Financial Technologies in the insurance sector. New Financial Technologies in the stock market sector. Examples of Financial Technologies from an international perspective - similarities and differences. The future of New Technologies in Finance in the era of dynamic economic changes in the global perspective.

**Course Name:** Risk Analysis in the Company

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

The concept of risk and the risk management process in global enterprises. Theoretical foundations of risk measurement. Making economic decisions in conditions of uncertainty. Risk management in an international enterprise. Derivatives. Market risk management. Credit risk management. Risk management - classification of methods for assessing the risk of investment projects. Risk models. Application of portfolio theory in risk minimization.

**Course Name:** Analysis of the Company's Competitiveness

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Analysis of the competitiveness of an international enterprise: essence, features. Selected methods of analyzing the competitive environment of an international enterprise. Sources of information used in the analysis of international competitiveness. Integrated methods for analyzing the competitiveness of an international enterprise.

**Course Name:** Business Consulting

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

The essence of consulting in international business. The concept, tasks, scope and functions of business consulting. Consulting from an interdisciplinary perspective. The pro-innovation role of consulting. The process of adaptation and diffusion of innovations, economic and social motives, evaluation criteria. Entrepreneurs' attitudes towards innovation. Personality and attitudes towards innovation and advisory needs of entrepreneurs. Efficiency of consulting in international business. The role of information in the advising process. Market and economic information system. The scope of information needed when making decisions. Flow and types of information in international consulting. Types of consulting in international business. The state and directions of development of economic, legal and marketing consulting.

**Course Name:** International Economic Connections

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Premises and forms of international economic connections. International conditions of international markets. International trade analysis. Price analysis on the international market. International services market. Exchange rate analysis. International capital flows. Workflows in the international market. International technology flows. Analysis of trade policy instruments.

**Course Name:** Economic Geography

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

The subject of economic geography research and its division, research methods, the geographical environment and its resources and human activity. Global demographic problems. Settlement processes in the world. Agriculture in the world. Processing and mining industry in the world. Tourist values and development, size and structure of international tourist traffic, economic and ecological aspects of tourism. Selected issues of international relations. International economic integration. International political and military organizations and the UN, conflicts in the world.

**Course Name:** European Social and Economic Policy

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Functions of the European Union's economic policy. Conditions, goals and areas of EU economic policy. Outline of the theory of EU economic policy. History and scope of EU social policy. Conditions of EU social policy. Styles and instruments of EU social policy. Sectors, actors, levels and organization of EU social policy. Economic policy in the conditions of political and systemic changes. Problems of the EU development strategy.

**Course Name:** Marketing Management

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Basic Terms Used In Marketing. Marketing Management of an Organization. Environment of an Organization. Marketing Information System (MIS). Customers Behaviour. Strategic Planning. Market Segmentation. Marketing Mix.

**Course Name:** Marketing Research

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Social and Commercial Value of Marketing Research. Marketing Research Procedure. Formulation of Decision problems, Working Hypotheses and their Conversion into a Research Problem. Selection of Methods and Techniques Applied in a research. Construction Process of Measurement Instruments Selection of a Sample and Budget. Methods of Reduction, Selection, Verification and Analysis of Gathered Data. Preparation of Reports and Practical Application of Surveys in the Formulation of Marketing Strategies.



**Course Name:** International Business Strategies

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Conversatorium: 15 h

**Part-time Studies:** Lecture 8 h, Conversatorium: 8 h

Introduction - Domestic vs Foreign Business Activities, The Essence of International Business Activities. The world - UE, NAFTA (Economic Regions). Threats and opportunities in Running International Business Activities. Strategic Concepts in International Business Activities. The Environment of International Business Activities, Segmentation of International Markets. Entering Foreign Markets-Entry Strategies (Introduction), Entering Foreign markets-Entry Strategies (Extension)). Product Policies, Price Policies, Promotion Policies, Distribution Policies. Organization for International Business Practice.

**Course Name:** Innovations Management

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Conversatorium: 15 h

**Part-time Studies:** Lecture 8 h, Conversatorium: 8 h

Subject, the Scope of Changes and Innovations. Vision and stimulating to Innovative Changes. Process of Managing Changes and Innovation Activities. Economic and Organizational Conditions of Innovation Activities (Organizational Aspects of Managing Innovation Activities In an Organization). Sources, Dynamics and Methodes of Solving Conflicts, Managing Organizational Behaviours. Communicatin In the Process of Innovation Activities. Role of the Leader of the Innovative Changes In an Organization. Process of a Change (Innovation), Comprtences and Attitudes of Personel. Logic of Innovations. Conflict Management In the Process of Implementing Innovative Changes.

**Course Name:** International Team Management

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Conversatorium: 30 h

**Part-time Studies:** Lecture 8 h, Conversatorium: 16 h

Organizing Project Team. Overcoming Cultural Differences. Conditions of aTeam's Functioning. Roles of a Team Members. Leadership and Motivation. Communication in a Project Team. Delegation of Tasks. Reasons of the Disfunctioning of a Team. Conflict Management In an International Team. Rules of Giving Feedback to Team Members. Managing the Effectiveness of Project Team Members.

**Course Name:** Corporate Management

**Number of ECTS Points:** 4 ECTS

**Full-time Studies:** Lecture: 15 h, Conversatorium: 30 h

**Part-time Studies:** Lecture 8 h, Conversatorium: 16 h

Organization, its Elements, Features, Organization's Resources. Introduction to Management. Sources of Pover In an Organization. Management Styles. Influence of Environment on Managing an Organization. Planning In an Organization Formalization of an Organization. Procedures of Building and Rules of Functioning of Formal Organizational Structure Systems of Links Between Organizational units. Motivating Work Force, Theories of Motivation. Process of Control in an Organization. Information Management. Decision-Taking Changes and Innovations In an Organization.

## IV. ELECTIVE COURSES

**Course Name:** Personal Finance

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Household finances - an introduction. The significance of financial education and awareness in personal finance management. Financial decisions of households and areas of personal finance management. Determinants of household financial behaviors. External and internal factors influencing the effectiveness of personal finances. Balance sheet, household budget, and cash flow statement - the essence and purposes of preparation. Sources of income and directions of household expenditures. Household decisions regarding savings accumulation and indebtedness. The role of personal financial planning. Selection of an optimal portfolio of services and financial products for household needs. Taxes in household finances.

**Course Name:** Cost Accounting

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

The accountant's role in the organization. The essence and purposes of preparing cost accounting. Types of costs in business activities. An introduction to cost terms and purposes. Full cost accounting and variable cost accounting. Job costing. Activity-based costing and activity-based management. Cost of quality. Responsibility accounting (cost centers). Target costing.

**Course Name:** Negotiations in International Business

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Negotiations as a process - basic concepts, essence and conditions of effective negotiations. Sources of power in negotiations. Negotiation tactics. Negotiation styles: hard, soft, Harvard. Verbal and non-verbal communication in negotiations. Communication model. Communication channels. Communication tools. Principles and techniques of group communication, advantages and disadvantages. Negotiations as a process. Phases of the negotiation process. Stages: preliminary, proper negotiations, renegotiations. BATNA. Deadlock. Methods of breaking the deadlock: mediation, arbitration. Elements of the final contract. Conflict in negotiations. Types of conflicts. The concept of culture and basic culture-forming factors. Basic cultural circles. Criteria for dividing negotiators based on cultural diversity. Negotiation workshops.

**Course Name:** Labour Economics

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Demand and supply in the international labor market. The importance of economic growth in shaping the international labor market. The importance of fiscal and monetary policy in shaping the global labor market. Overview of compensation models. Wage formation and the level of social inequality. Legal regulations regarding forms of employment. Active and passive labor market policy. Education and demography and the international labor market.

**Course Name:** Promotion Instruments

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Process of the Communication of an Organization with its Environment. Advertisement- Concept, Aims, Means. Stages of Advertising Campaign. Designing an Advertising Campaign. Essence, Aims, Means of Supplementary Promotion. Personal Selling. PR Instruments In Creating the Image of an Organization. Brand promotion, Sponsorship, Marketing Events. Promotion on the Internet-Social Media.

**Course Name:** Project Management

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Projects in the Management System of the Organization. Project Management Life Circle – Design, Develop, Analyze, Evaluate. Organization and process of project planning. Implementation of Project – Practical Aspects. Closing and Evaluating the project. Advanced Methods and Design Tools for Creating Innovative Project.

**Course Name:** Taxation Systems in the European Union

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Introduction to Taxation Systems in the European Union. Legal Standards Regulating Taxation Systems. Types of Taxes in European Union Countries. Similarities and Differences between the Taxation Systems of EU countries. Double taxation avoidance agreements - essence, principles of operation, agreements within the European Union. Tax Heavens in the European Union. Characteristics of selected Taxation Systems in the European Union. Directions of development of Taxation Systems in European Union Countries.

**Course Name:** Quantitative Finance

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Quantitative analysis of financial markets. Basic time series concepts. Modelling asset return volatility. Evaluating forecasts of risks and returns. Risk management and Value-at-Risk: models. Financial engineering on financial markets.

**Course Name:** Entrepreneurship and Innovation in Regional Development

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Introduction: occupational, structural, and functional approaches to entrepreneurship. Classic contributions to entrepreneurship theory. Schumpeter and the economics of innovation. Knight, entrepreneurial judgment, and the firm Kirzner and entrepreneurial alertness. Occupational entrepreneurship: recent contributions. The structural approach: causes and consequences of new-venture creation. Entrepreneurship and finance. The opportunity-discovery perspective. Entrepreneurship, heterogeneous capital, and the firm. The institutional environment. Political entrepreneurship. Entrepreneurial teams.

**Course Name:** Economic Reports

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

The essence of market analysis. Market analysis methods. Competition research with elements of marketing. Market research and decision-making. Collection of primary and secondary data. Construction of databases. Processing of collected data. Presentation and interpretation of results – quantitative and qualitative analyses.

**Course Name:** Culture and Ethics in Management

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

The place of ethics in philosophy. Values, ideals, moral sanctions. Ethics versus morality and law. World and European structures for the promotion of business ethics. Business ethics as a science. Capitalism and ethics.

**Course Name:** Interpersonal Communication

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Introduction to the subject. Practical aspects of effective communication. Components of interpersonal communication. Verbal, paraverbal and nonverbal communication. Subcodes of nonverbal communication – facial expression, kinesics, proxemics, paralinguistics, kinesthetics, apperception. Subcodes of communication in practice.

**Course Name:** Environmental, Social, Corporate Governance Investing

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

The ESG market: relevance, size, scope, key drivers and challenges, and risks and opportunities. Environmental factors, systemic relationships, material impacts, megatrends and approaches to environmental analysis at country, sector and company levels. Social factors, systemic relationships, material impacts and approaches to social analysis at country, sector and company levels. Governance factors, key characteristics, main models and material impacts. ESG analysis, valuation and integration. Analysis of ESG factors that affect industry and company performance. ESG reporting.

**Course Name:** Company Valuation Methods

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Introduction to issues related to business valuation. Income-based methods in business valuation. Asset-based methods in business valuation. Hybrid methods in business valuation. Comparative methods in business valuation. Concept of cost of capital in business valuation. Concept of economic value added in business valuation.

**Course Name:** Serious Games

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Theory and practice of business games. Rules, functions and structure of business games. Using business games in the work of a business team. Internal marketing and business games. Organizational structures of business teams.

Application of games in business – game scenarios. Verbal and non-verbal communication training. Business team manager as a leader. Using game mechanisms in marketing.

**Course Name:** Diversification of Labour Markets in the European Union

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Basics of the functioning of the labor market in the EU. Employment policy in the European Union. The system of labor market institutions in the European Union. Analysis of the unemployment phenomenon in European Union countries. Regional differences in the labor market in the EU. The transition from the education system to the labor market and the mobility of labor resources in the light of selected labor market theories. The impact of civilization changes on the prospects of the labor market in the global economy. Flexible forms of employment. The idea of flexicurity.

**Course Name:** Health Culture in Business

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Culture in a holistic perspective. Health and ways of defining health. Health as a component of culture. Health as a source of social identity. Culture, lifestyle of the individual and health. Culture of health in medical anthropology, ethnomedicine and cross-cultural psychology.

**Course Name:** Negotiations and Conflict Management

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Negotiation - the essence of effective negotiation to resolve conflict situations. Negotiation as a process. Stages of the negotiation process. Elements of the final contract. Cooperation strategy and positional offer. Negotiation tactics - selected classifications. Negotiation styles. Conditions for effective negotiation communication. Principles and techniques of group communication for conflict resolution. Deadlock. Methods of breaking the deadlock: mediation, arbitration. Conflict in negotiations. Sources and types of conflict. Strategies for managing conflict effectively. Managing conflict in teams. Assertiveness in Conflict Situations. Negotiation workshops.

**Course Name:** Alternative Investments

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Alternative investments as an innovative form of capital allocation. Private equity investments. Alternative investment funds. Commodity markets. Global currency market. Structured products. Investing in passion markets. Analysis of an alternative investment portfolio.

**Course Name:** Behavioral Finance

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Psychology in making financial decisions. Introduction to behavioral finance - essence, history, place in financial sciences. Behavioral finance and financial markets – connections. Arbitrage in financial markets - behavioral perspective.

The influence of emotions and the environment on investment decisions. Overconfidence as a risk factor in financial and investment decisions. Culture and religion and investment decisions. Anomalies in financial markets. Investor and manager behaviour. Management in an inefficient market.

**Course Name:** Global Network and Clusters

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

The concept of globalization. Globalization processes in the economy. International enterprise and global enterprise - principles of functioning on the global market. Global organizations and international agreements, important for international trade and the operation of global enterprises. Clusters and networks of enterprises in the global economy. Definitions, types, functions and roles of clusters. Clusters and international competitiveness and internationalization of enterprises. Business clusters in the development of competitiveness and innovation. Benefits resulting from functioning within a cluster.

**Course Name:** International Transport and Logistics

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Supply chain structure. The importance of logistics in an international enterprise. Functional and phase division. Warehouse management - inventory management. Warehouse. Packaging. Transport. Supply logistics - the concept of supply logistics and supply policy instruments. Production logistics - concept, types of production, functional subsystems of production logistics. Distribution logistics - concepts, distribution channels, elements of distribution logistics. Logistics systems planning.

**Course Name:** International Marketing

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

Introduction to International Marketing. Fundamentals of the Internationalization of Enterprises. International Environment of Enterprises. Entry Strategies of Enterprises into Foreign Markets. Information Aspects of Entering Foreign Markets by Enterprises: Marketing Research of Foreign Markets. Marketing Activity in Foreign Markets: Product, Price, Distribution, Promotion. Selected Aspects of the Organization of International Marketing In Enterprises.

**Course Name:** International Marketing

**Number of ECTS Points:** 3 ECTS

**Full-time Studies:** Lecture: 15 h, Practical session: 30 h

**Part-time Studies:** Lecture 8 h, Practical session: 16 h

What is Operations Management and Why is it Important? Operating System Models, Key Decisions in OM. Planning and Controlling the Use of Operating Assets and Resources, Strategic Approach to Operations Management. Processes and Systems in Operations Management, Supply Chain or Network Approach to Operations Management. Innovation, Technology and Knowledge Management, Quality Management in Operations. Operations Excellence, Managing Risk in Operations. Sustainability in Operations Management. Operations Management in Different Settings.

### 8.1. Full-time studies

Study Programme of the International Business, First-cycle Studies, General academic profile

**INTERNATIONAL BUSINESS first-cycle studies**
**List of Elective courses**

On.	Courses:	Department	Form of assessment	Lecture	Practical session	Laboratory	ECTS Points	Total hours
	<b>Elective courses for the 3rd semester</b>							
1	Personal Finance / Cost Accounting	KF	Zo	15	30		3	45
2	Negotiations in International Business / Labour Economics	KE	Zo	15	30		3	45
3	Promotion Instruments / Project Management	KZ	Zo	15	30		3	45
	<b>Elective courses for the 4th semester</b>							
1	Taxation Systems in European Union / Quantitative Finance	KF	Zo	15	30		3	45
2	Entrepreneurship and Innovation in Regional Development / Economic Reports	KE	Zo	15	30		3	45
3	Culture and Ethics in Management / Interpersonal Communication	KZ	Zo	15	30		3	45
	<b>Elective courses for the 5th semester</b>							
1	Environmental, Social, Corporate Governance Investing / Company Valuation Methods	KF	Zo	15	30		3	45
2	Serious Games / Diversification of Labour Markets in the European Union	KE	Zo	15	30		3	45
3	Health Culture in Business / Negotiations and Conflict Management	KZ	Zo	15	30		3	45
	<b>Elective courses for the 6th semester</b>							
1	Alternative Investments / Behavioral Finance	KF	Zo	15	30		3	45
2	Global Network and Clusters / International Transport and Logistics	KE	Zo	15	30		3	45
3	International Marketing / Operations Management	KZ	Zo	15	30		3	45





## 8.2. Part-time studies

[illegible]

**INTERNATIONAL BUSINESS first-cycle studies**
**List of Elective courses**

On.	Courses:	Department	Form of assessment	Lecture	Practical session	Laboratory	ECTS Points	Total hours
	<b>Elective courses for the 3rd semester</b>							
1	Personal Finance / Cost Accounting	KF	Zo	8	16		3	24
2	Negotiations in International Business / Labour Economics	KE	Zo	8	16		3	24
3	Promotion Instruments / Project Management	KZ	Zo	8	16		3	24
	<b>Elective courses for the 4th semester</b>							
1	Taxation Systems in European Union / Quantitative Finance	KF	Zo	8	16		3	24
2	Entrepreneurship and Innovation in Regional Development / Economic Reports	KE	Zo	8	16		3	24
3	Culture and Ethics in Management / Interpersonal Communication	KZ	Zo	8	16		3	24
	<b>Elective courses for the 5th semester</b>							
1	Environmental, Social, Corporate Governance Investing / Company Valuation Methods	KF	Zo	8	16		3	24
2	Serious Games / Diversification of Labour Markets in the European Union	KE	Zo	8	16		3	24
3	Health Culture in Business / Negotiations and Conflict Management	KZ	Zo	8	16		3	24
	<b>Elective courses for the 6th semester</b>							
1	Alternative Investments / Behavioral Finance	KF	Zo	8	16		3	24
2	Global Network and Clusters / International Transport and Logistics	KE	Zo	8	16		3	24
3	International Marketing / Operations Management	KZ	Zo	8	16		3	24