



2-YEAR POST-GRADUATE STUDY WARSAW INTERNATIONAL BUSINESS SCHOOL

Winter Semester 2017/2018 (October)
e-BUSINESS AND ENTREPRENEURSHIP



1. PRESENTATION OF STUDIES

The post-graduate studies at the Warsaw International Business School majoring in **e-BUSINESS and ENTREPRENEURSHIP (e-commerce)** allows you to gain the skills required to work as an economist in the field of internet entrepreneurship. Practical skills gained during study, include:

- establishment and operating e-business
- knowledge of the regulation for e-commerce
- creating business models and business plans
- internet site design and copywriting
- social media in e-business, public relation
- tools of internet marketing/brand creating in e-business
- internet advertising/internet graphics
- selection, analysis of economic data
- market research in internet
- databases, e-business security
- knowledge of specialized computer software (e-commerce)
- knowledge of negotiation techniques, interpersonal communication

2. STUDY PLAN

The study plan includes economic issues recognized in the form of thematic appropriate to the profile of practical studies, conducted over 4 semesters with a total assigned value of 120 credits (30 credits per semester, 250 hours per semester) in a modular system of education. Traits to plan studies in Warsaw International Business School include:

- 70% of activities implemented in the form of classes, workshops, seminars, activities in the fields (market research, project classes in companies, study visits),



- more than 50% of the course is carried out in the computer laboratory. Part of practical work is carried out in the business laboratory – students are training skills in the business environment.

SEMESTER 1: Introduction to e-Business, Economic Law, Marketing, Business Informatics, Modules – Social Content, Business Simulator, Public Finance, Employment Law, Cooperation Exchange of Knowledge, Social Communication, Market Research, Responding to Criticism.

SEMESTER 2: Business Informatics, Economic Analysis, Banking Products and Services for Companies, Innovation and e-Business, EU Funds for Companies, Corporate Finance, Business Simulator, Project Management, Cooperation Exchange of Knowledge, Administrative Law, Business Insurance, Business Risk Management.

SEMESTER 3: Entrepreneurship, Business Plan, Business Simulator, Cooperation Exchange of Knowledge, Information Society, Establishment and Operating e-Business, e-Commerce, Law Regulation for e-Business, Electronic Media, Internet Marketing, Social Media in Business, Internet Site Design, Brand Creating in e-Business, Diploma Seminar.

SEMESTER 4: Intellectual Property Rights, Internet Marketing, Business Simulator, Cooperation Exchange of Knowledge, Company Valuation, Internet Graphics/Internet Advertising, Copywriting, e-Business Security, Databases, Selection and Data Analysis, e-Services, Marketing Strategies, Market Research, Diploma Seminar.

3. IMPLEMENTATION OF THE PROGRAM

- › Modules of classes for gaining economic knowledge in the field of core subjects and major in the form of lectures leading academics.
- › Practical modules in the form of workshops, classes, seminars, exchanges of cooperative knowledge leading practitioners - professionals representing companies and institutions from home and abroad.
- › Students can take part in different types of businesses and organizations, including with foreign partners of Warsaw International Business School.

4. FEES FOR THE POST-GRADUATE STUDY

One time registration fee:	125 EUR
Tuition fee for one semester:	1300 EUR
Tuition fee for the academic year:	2600 EUR

A detailed presentation and conditions of studies includes our educational offer which you can check at: www.wmsb.edu.pl/studies-for-foreigners/postgraduate-studies/