



SPECIALIST BUSINESS COURSE

International Business

We are pleased to offer the following specialist business course for all interested candidates.

1. The specialist course **INTERNATIONAL BUSINESS**

- duration: from 9th July 2018 to 16th November 2018
- the course includes 150 hours
- deadline: 30th June 2018
- language: English

2. The programme of the course allows to gain the skills required to work in companies, operating in foreign markets. Practical skills and competences gained during study, include:

- knowledge of the techniques of conducting foreign trade
- ability to conduct international finance settlements
- managed business in international environment
- knowledge of the regulations of international law and competition law
- techniques of selling products and services in foreign markets
- internet marketing tools and international marketing
- brand and product development
- creating business models and business plans
- knowledge of specialized computer software

3. The course plan includes the following economic issues :

•World Economy, •Company Internationalisation, •International Competitiveness, •International Trade, •International Marketing, •International Law, •International Settlement, •Strategies for Product and Brand, •e-Commerce, •Business Negotiations, •International Finance, •International Business Management, •International Accounting, •Cultural Differences and Interpersonal Communication, •Public Relations, •Leadership.

4. Fees: 250 EUR registration fee and 1000 EUR course fee

5. Registration. In order to register for the business course please:

- fill out the Application form and send to our email adress: admission@wmsb.edu.pl
- pay registration and course fee.
- get a decision and an invitation for the period of the course.

Warsaw International Business School

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