



BACHELOR'S DEGREE WARSAW INTERNATIONAL BUSINESS SCHOOL

SPRING Semester (February 26, 2018)

Major: Economics

Specialization: **INTERNATIONAL BUSINESS**



1. PRESENTATION OF STUDIES

Take degree studies at the Warsaw International Business School majoring in **ECONOMICS** profile, practical specialization in **INTERNATIONAL BUSINESS**, allows you to gain the skills required to work as an economist 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 (finance, human resources, sales)
- knowledge of negotiation techniques, interpersonal communication
- personal marketing, public speech, responding to criticism
- research and obtaining information about foreign markets

2. STUDY PLAN

The study plan includes economic issues recognized in the form of thematic appropriate to the profile of practical studies, conducted over 6 semesters with a total assigned value of 180 credits (30 credits 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) and practices,



- more than 50% of the course is carried out in the computer laboratory. This applies to all types of activities, i.e. modules basic content, major and specialization. Part of practical work is carried out in the business laboratory – students are training skills in the business environment.

SEMESTER 1: Macroeconomics, Law, IT, Foreign Language I, Foreign Language II, Quantitative Methods in Economics, Humanities Content Modules, The Game “make a decision”, Management, Finance, Cooperation Exchange of Knowledge, Economic History, Assertiveness Training.

SEMESTER 2: Microeconomics, Finances, IT, Foreign Language I, Foreign Language II, Quantitative Methods in Economics, Accounting, Health and Recreation, Humanities Content Modules, Cooperation Exchange of Knowledge, International Economic Relations, Economic Geography, Self-presentation.

SEMESTER 3: Economic Law, Capital and Financial Markets, Marketing, Business Informatics, Foreign Language I, Foreign Language II, Health and Recreation, Modules – Social Content, Business Simulator, Public Finance, Employment Law, Cooperation Exchange of Knowledge, Social Communication, Market Research, Responding to Criticism, Internship.

SEMESTER 4: Economic Analysis, Banking Products and Services for Companies, Innovation and e-Business, Business Informatics, Foreign Language I, Foreign Language II, EU Funds for Companies, Corporate Finance, Business Simulator, Project Management, Cooperation Exchange of Knowledge, Administrative Law, Business Insurance, Business Risk Management, Internship.

SEMESTER 5: Entrepreneurship, Business Plan, Business Simulator, Foreign Language I, Foreign Language II, Cooperation Exchange of Knowledge, Internship, Diploma Seminar.

SEMESTER 6: Intellectual Property Rights, Internet Marketing, Seminar, Business Simulator, Cooperation Exchange of Knowledge, Company Valuation, Internship, Diploma Seminar.

THEMATIC Specialization – International Business: World Economy, International Organizations, Company Internationalisation, International Competitiveness, International Trade, International Marketing, International Law, International Settlement, Strategies for Product and Brand, e-Commerce, Business Negotiations, International Finance, IT Systems, International Business Management, International Accounting, Cultural Differences and Interpersonal Communication, Market Research, Public Relations, Leadership.

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.

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