



12-month Vocational Business Course BUSINESS MANAGEMENT (option on – line, only for applicants residing in Poland)

We are pleased to offer the following on-line business courses in 2022:

1. Next 12-month business courses:

- 4 April 2022 – 31 March 2023
- 4 May 2022 – 30 April 2023
- 1 June 2022 – 31 May 2023
- 1 September 2022 – 31 August 2023
- 3 October 2022 – 30 September 2023

2. Programme of the business course includes:

A. Strategic management

- nature of strategy
- strategic analysis
- crisis management
- strategic thinking
- strategic planning
- competitive strategies

B. Managerial economics

- demand and supply analysis
- cost analysis
- budget management
- financial liquidity
- risk in economic decision
- capital and profit management

C. Modern marketing

- principles of marketing
- marketing strategies
- e-marketing
- international marketing
- marketing communication
- public relations

D. Managerial competences

- leadership
- interpersonal communication
- cultural differences
- managerial techniques
- intercultural communication
- CSR (corporate social responsibility)

3. Learning system

- The number of the course hours: 320
- Language of instruction: English
- Place of the course:
 - on line course
 - consultation: centre of Warsaw/Nowy Świat Street 49
- Training methods: the course participants receive the materials, instructions, and are obligated to prepare by timetable the works. They can use also the consultation during the meetings with the trainer.
- For the certification of the course completion is preparation of the business project required.

4. Fees:

- registration fee: 250 EUR or equivalent in PLN, paid during application.
- course fee: 2000 EUR or equivalent in PLN, paid no later than 7 days before start of the course.

5. Admission process:

- The number of the course hours: 320
- Language of instruction: English
- Place of the course:
 - on line course
 - consultation: centre of Warsaw/Nowy Świat Street 49
- Training methods: the course participants receive the materials, instructions, and are obligated to prepare by timetable the works. They can use also the consultation during the meetings with the trainer.
- For the certification of the course completion is preparation of the business project required.

6. Warsaw Economic Institute is a private, registered, independent educational and research institution, offering the vocational business courses and Polish language courses for the applicants from EU countries, from non-EU countries and foreigners residing in Poland.

7. Institute provides only educational services and does not intermediate in visa procedures. The visa requirements are to find on the website of Polish embassy in the country of applicant. Institute is not responsible for the activities of agents and other organisations helping the candidates in arrival to Poland.

Should you have any questions, please do not hesitate to contact us.

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