

GENERAL INFORMATION ABOUT SUBJECTS (MODULES)			
Module name:	<i>Foreign language</i>		
Module code:	<i>09.0-JA.0-2s</i>	ECTS credits:	<i>7</i>
University college:	<i>European University of Business in Poznan</i>		
Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>
Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>
Year:	<i>2017/2018</i>	Language of instruction:	<i>English</i>
DESCRIPTION OF THE SUBJECT (MODULE)			
<p><i>Aims:</i></p> <p><i>Reaching the basic skills in interpersonal and business communication in English language: understanding of reading and listening, constructing basic sentences; intensive overview of basic grammar rules useful in language communication learning.</i></p> <p><i>Competencies:</i></p> <p><i>Use of gained knowledge in practical situations in business and everyday life: listening and speaking, reading, use of English, writing, pronunciation, vocabulary development, principles of sentence construction, introduction to basic communication in business and everyday life, idioms, phrasal verbs, short stories.</i></p>			
Module name:	<i>Marketing</i>		
Module code:	<i>04.7-MA.K.2s</i>	ECTS credits:	<i>3</i>
University college:	<i>European University of Business in Poznan</i>		
Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>
Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>
Year:	<i>2016/2017</i>	Language of instruction:	<i>English</i>
DESCRIPTION OF THE SUBJECT (MODULE)			
<p><i>Aims:</i></p> <p><i>Familiarizing students with fundamental concepts and definitions related to marketing, e.g. promotion, price, place (distribution), product, marketing-mix, market environment acquaintance and the roles and structures of a marketing informational system.</i></p> <p><i>Competencies:</i></p> <p><i>Market analysis, product portfolio analysis, creation and evaluation of advertisements, choice of distribution forms and channels and fixing product price.</i></p>			

Module name:	<i>Marketing research</i>		
Module code:	<i>04.7-BM.K-2s</i>	ECTS credits:	3
University college:	<i>European University of Business in Poznan</i>		
Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>
Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>
Year:	<i>2017/2018</i>	Language of instruction:	<i>English</i>

DESCRIPTION OF THE SUBJECT (MODULE)

Familiarizing students with the basic concepts and definitions concerning the decision-making process, based on marketing research and types and methods of marketing research.

Module name:	<i>Statistics</i>		
Module code:	<i>11.2-SO.P-2s</i>	ECTS credits:	7
University college:	<i>European University of Business in Poznan</i>		
Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>
Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>
Year:	<i>2017/2018</i>	Language of instruction:	<i>English</i>

DESCRIPTION OF THE SUBJECT (MODULE)

Aims:

Familiarizing students with basic statistical concepts, types of statistical research, descriptive measures, techniques for statistical data presentation, methods of mass-phenomenon interdependence analysis and model of time variations.

Competencies:

Calculating basic characteristics of a population, correlation of coefficients and finding simple regressions; calculating Spearman's and Yule's coefficients; finding indexes; calculating seasonal fluctuations; data presentation (graphs and tables). Analysing and interpreting of statistical data; using statistical methods and tools.

Module name:	<i>Organizational science</i>		
Module code:	<i>04.9-NO.P-2s</i>	ECTS credits:	4
University college:	<i>European University of Business in Poznan</i>		
Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>

Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>
Year:	<i>2017/2018</i>	Language of instruction:	<i>English</i>
DESCRIPTION OF THE SUBJECT (MODULE)			
<i>Familiarizing students with the theoretical background, forms and general principles of organizations and their functioning.</i>			
Module name:	<i>Intellectual property right</i>		
Module code:	<i>10.9-OW.0-2s</i>	ECTS credits:	<i>3</i>
University college:	<i>European University of Business in Poznan</i>		
Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>
Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>
Year:	<i>2017/2018</i>	Language of instruction:	<i>English</i>
DESCRIPTION OF THE SUBJECT (MODULE)			
<i>Aims:</i>			
<i>Familiarizing students with the basic principles of intellectual property rights, particularly copyright law, patent law, trademarks and designs.</i>			
<i>Competencies:</i>			
<i>Recognition of intellectual interests and related rights; the ability to use legal knowledge in intellectual interests management.</i>			
Module name:	<i>IT in management</i>		
Module code:	<i>11.0-IZ.K-2s</i>	ECTS credits:	<i>3</i>
University college:	<i>European University of Business in Poznan</i>		
Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>
Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>
Year:	<i>2017/2018</i>	Language of instruction:	<i>English</i>
DESCRIPTION OF THE SUBJECT (MODULE)			

Understanding the role of information in management, the role of IT systems in the decision-making process.

Understanding of the following concepts: algorithm, network, internet, information system, integrated system, transactions, databases.

Gaining the ability to choose and use modern IT-communication techniques in management.

Module name:	Human resource management		
Module code:	<i>04.5-ZP.K-2s</i>	ECTS credits:	4
University college:	<i>European University of Business in Poznan</i>		
Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>
Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>
Year:	2017/2018	Language of instruction:	<i>English</i>

DESCRIPTION OF THE SUBJECT (MODULE)

Aims:

Familiarizing students with basic concepts and definitions of human resources management. Understanding the cause-and-effect relationship between rational personnel management and a company's financial results

Competencies:

Gaining the ability to solve personnel issues in a company of different stages, including rewarding (material and non-material), to plan and create a motivational system in the company; to create personal and employee career development plans.

Module name:	<i>Financial accounting</i>		
Module code:	<i>04.3-RF.K-2s</i>	ECTS credits:	6
University college:	<i>European University of Business in Poznan</i>		
Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>
Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>
Year:	2017/2018	Language of instruction:	<i>English</i>

DESCRIPTION OF THE SUBJECT (MODULE)

Students should understand the principles and instruments of financial accountancy

Students should achieve the following skills:

Use of financial accountancy in management;

Characterize and classify particular components of a company's assets and liabilities

Students should know:

Types of economic operations and their influence on balance and balance sum

The principles of using an account plan

The principles of economic operations registry concerning proprietary components and their financial sources

The principles of creating a table of fixed assets depreciation and non-material and legal values

The principles of characterizing the financial report components

Module name:	<i>Entrepreneurship</i>		
Module code:	<i>04.9-PR-S-2s</i>	ECTS credits:	<i>2</i>
University college:	<i>European University of Business in Poznan</i>		
Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>
Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>
Year:	<i>2017/2018</i>	Language of instruction:	<i>English</i>

DESCRIPTION OF THE SUBJECT (MODULE)

Microeconomics and macroeconomics basics; market and market economy; companys and corporations; the role of the state in the market economy; economic increase factors; EU integration (costs and benefits); the influence of globalization on a company's functioning; money and its development.

Individual entrepreneurship; attitude towards business; strengths and weaknesses of personality, self-acceptance, assertiveness, initiative, responsibility, cooperation, self-investment, personal career creation, needs and motives of professional activity and self-development, business founding, preparing documents, procedure analysis; active job hunting, creating a resume and a cover letter; household and its expenses; household budgeting.

Small business finance; functions of management, costs, a company's property, shareholders, the role of a strategic investor, relationship between the risk and the gain, business plans, the basics of marketing.

Tax and insurance system; direct and indirect taxes, relevant documents.

Labor market; establishing and cease of labor relationships, types of employment, calculating the salary.

Work organization and interpersonal communication; individual work, teamwork, motivation to work, leading, decision making, negotiation.

Module name:	<i>Global Thinking</i>		
Module code:	<i>04.1.GT-IB</i>	ECTS credits:	<i>4</i>
University college:	<i>European University of Business in Poznan</i>		

Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>
Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>
Year:	2017/2018	Language of instruction:	<i>English</i>
DESCRIPTION OF THE SUBJECT (MODULE)			
<p><i>The title of this course is eloquent of its goal, which is familiarization of students with a broad range of theories, perspectives, and contemporary issues, all of which comprise some of the essential parameters of humanity's global reality and thought in the early twenty-first century. The course is composed of lectures, readings, student article critiques and presentations as well as in-class discussions. Many of the political and economic blocks of instruction have topical, national, and regional analytical frameworks. Subjects included in the course are human evolution, religions and value-based beliefs, culture, international and regional organizations, the environment, natural resources and global warming, population issues, the politics of development, examinations of established and emerging world powers, technologies, and theories of human history and development. Ultimately, the course seeks to give students a broad foundation related to world challenges and problems facing us and the generations to come.</i></p>			
Module name:	<i>Business-social responsibility and negotiations</i>		
Module code:	<i>04.1-BR-IB</i>	ECTS credits:	5
University college:	<i>European University of Business in Poznan</i>		
Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>
Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>
Year:	2017/2018	Language of instruction:	<i>English</i>
DESCRIPTION OF THE SUBJECT (MODULE)			
<p><i>Presentation of the essence and philosophy of corporate social responsibility and cohesion. Presentation of knowledge about the concept of integrity in the organizational context. Transfer of knowledge about corporate social responsibility / CSR / organizations. Transfer of knowledge about business-government / administration / CSR relationships. Educate the ability to create positive business solutions by applying the principles of social responsibility. Developing problem solving skills in counteracting corruption, supporting integrity and CSR.</i></p>			
Module name:	<i>Intercultural Communications and negotiations</i>		
Module code:	<i>04.1-IN-IB</i>	ECTS credits:	5
University college:	<i>European University of Business in Poznan</i>		
Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>
Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>

Year:	2017/2018	Language of instruction:	English
DESCRIPTION OF THE SUBJECT (MODULE)			
<p><i>Presentation of the essence and concept of intercultural communication in management.</i></p> <p><i>Presentation of knowledge about the concept of negotiation in an intercultural environment.</i></p> <p><i>Transfer of knowledge about intercultural management and their relationships / culture and management.</i></p> <p><i>Transfer of knowledge about intercultural management.</i></p> <p><i>Educate the ability to create positive business solutions by applying intercultural communication rules.</i></p> <p><i>Develop problem solving skills in global intercultural management.</i></p>			
Module name:	<i>Business English</i>		
Module code:	<i>09.0-BE-IB</i>	ECTS credits:	4
University college:	<i>European University of Business in Poznan</i>		
Organisational unit:	<i>Faculty of Management and Economy</i>	Course of study:	<i>Management</i>
Course type:	<i>Full-time studies</i>	Course year:	<i>II</i>
Year:	2017/2018	Language of instruction:	English
DESCRIPTION OF THE SUBJECT (MODULE)			
<p><i>Aims:</i></p> <p><i>Familiarizing students with key words and idioms related to economics and business in English.</i></p> <p><i>Competencies:</i></p> <p><i>The ability to use gained knowledge, analytical and linguistic skills to communicate effectively in business in English, in a competitive EU and an international economy; the ability to use media as an information source and a learning tool.</i></p>			