



International Trade - International Business

Form of study: full-time
IN OCTOBER English

Key program features

Core modules:

Personal Branding
Psychology in Management
Economics
Fundamentals of Business Management
Business Law
Fundamentals of Sociology
International Finance
Statistics
International Economics
International Trade: History and Policies
Development Economics
Marketing
International Logistics
World Regions and Cultures
International Trade Law
Intercultural Communications
Risk Management in International Trade
Entrepreneurship
International Negotiations

INTERNATIONAL FINANCE

There are two main trends in the global economy: globalization and regionalization. These trends are a great challenge for countries, institutions and companies. The issues that are of special concern are connected with finance. The so-called “financial globalization” has become a fact. The aim of the course is to provide practical knowledge on financial innovations (derivatives, hedge funds, private equity, sovereign funds, shadow banking etc.), financial markets, exchange rate, exchange rate risk management, and the like.

INTERNATIONAL ECONOMICS

The course covers the issues connected with the transformations of the contemporary global economy. The issues are discussed from the point of view of international trade theory and international economic policy. The aim of the course is to familiarize students with free trade policy and protectionism, international integration problems,

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy w rozumieniu art. 66 i nast. kodeksu cywilnego. Zgodnie z art. 160 ust. 3 ustawy z dnia 27 lipca 2005 roku Prawo o szkolnictwie wyższym, umowa między a studentem zawierana jest w formie pisemnej.



international financial relations, globalization challenges, foreign currency system, global crises, and the role of international trade in the growth of developing countries.

INTERNATIONAL NEGOTIATIONS

Many people have made the error of approaching foreign culture in much the same way as they would their domestic culture. The aim of the course is to demonstrate the role and characteristics of a negotiator and examine how that person's activities improve international negotiations' effectiveness. More specifically, you will be able to discuss the following problems: (i) a negotiator's traits, (ii) ways of controlling international negotiations, (iii) decision making rules and biases, (iv) the agenda of a meeting, (v) making sure one's message gets through, (vi) major negotiating styles, (vii) success is a choice, not a result, (viii) strategic and tactical guidelines by country.

SPECIALIZATION IN INTERNATIONAL BUSINESS - SHORT DESCRIPTIONS OF SELECTED MODULES

International Business Environment

The aim is to prepare students for analyzing a company's situation and its international surroundings as regards managerial decisions on international markets. Upon completion of this course you will be able to analyze opportunities and threats connected with a social, cultural, economic, legal, and political setting. You will be able to evaluate the consequences of these conditions for a company and will be able to make recommendations or take decisions. Practical knowledge will be linked to basic theories of corporate internationalization.

International Strategy and Business Operations

The aim is to prepare students for analyzing a company's situation and its surroundings as regards managerial decisions on international markets. Upon completion of this course you will be able to recommend and take decisions as regards the internationalization of a company, will be able to select a good offer, international markets, and partners. You will be able to assess the conditions for and select the most appropriate form of entering a foreign market. You will also be able to select internationalization strategy for a particular company, will be able to adequately assess organizational support for the strategy.

Developing Managerial Skills

This course is designed to introduce students to the most important knowledge in the field of managerial skills. Through a wide range of practical assignments and tasks you will gain essential management competences. By the end of the course you will be able to manage the team.

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