



International Trade - International Business

- Program - studia I stopnia

full-time IN OCTOBER Bachelor's English

What you are going to learn?

You will be able to manage a company operating in a strongly competitive and dynamic environment.
You will analyze and assess international economic conditions.

You will be able to identify the impact of international events on your company.
You will analyze and use effectively the international trade laws.
You will be able to work efficiently in international teams.

You will select international markets and partners in a knowledgeable and rational way.
You will be able to manage international projects.

You will know how to negotiate the terms of international agreements and contracts.
You will be able to work in an international environment thanks to your intercultural skills.



The program is
interdisciplinary



The program is
delivered by
doctorally-qualified
and Professional
faculty



The program includes
a professional
internship



You gain practical
knowledge and skills
necessary in the labor
market



You can participate in
the Erasmus+
exchange programme



Upon completion of the program you may find a job in:

international company

Polish branch of an international corporation

public administration institution dealing with international organizations

consulting company

share-services center

subsidiary of a foreign company

your own business

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, 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

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 english_poznan a studentem zawierana jest w formie pisemnej.



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.

Upon completion of you studies you may work as:

specialist for key accounts

international marketing specialist

project manager

international strategy specialist

marketing specialist responsible for brand development in domestic and international markets