

Study programme, part 1

General characteristics of studies	
Unit responsible for education:	Department of Management and Economics
Field of study:	Economics
Area (specialisation) of study (the name of the area/specialisation must correspond to the content of the study programme, especially to the intended learning outcomes)	International Business
Level of education: (first-cycle studies, second-cycle studies, long-cycle master's studies)	second-cycle studies
Study profile: (general academic, practical)	practical
Form of study: (full-time studies, part-time studies) Optional: specific study systems (e.g. dual studies)	full-time studies
Number of semesters:	4
Internships/placements (total duration):	480h
Occupational health and safety training duration:	none
Number of ECTS credits required to obtain qualifications corresponding to the study level	120 ECTS
Total number of ECTS credits obtained:	
in classes requiring direct participation of academic teachers or other persons conducting classes:	63 ECTS
within classes in the field of humanities or social sciences:	78 ECTS
within internships/placements:	18 ECTS
within modules related to practical vocational preparation:	71 ECTS
for classes delivered using distance-learning methods and techniques:	4 ECTS
for elective classes:	82,5 ECTS
Percentage share of ECTS credits for each discipline (applies to a field of study assigned to more than one discipline):	
leading discipline: economics and finance	90% of the total number of ECTS credits
discipline(s): management and quality sciences	10% of the total number of ECTS credits
Total student workload (NPS)	1494
Total student workload (NPS)/Number of hours in direct contact	1140
Professional title obtained by the graduate:	Master's degree
Indication whether stakeholders' opinions were taken into account in the process of defining learning outcomes and preparing and improving the study programme (specify which employers have signed agreements, meetings held, how graduates are monitored, etc.)	Kancelaria Beata Roguszka, Agroma Olsztyn, Haven Invest, JMJ - Trans Janusz Łacny, Municipal Transport Company in Bydgoszcz, Polish Economic Society, Bydgoszcz Branch, Logon SA, Automotive Schools Complex in Bydgoszcz, Mechanical Schools Complex No. 1 in Bydgoszcz, Logicos Izabela Bejma-Bąk, Vitroflora, Zelan sp. z o.o., Transport & Logistics Supply Chain, Association of Entrepreneurs of Kujawy and Pomerania, Association of Accountants in Poland, District Branch in Bydgoszcz, STW Bydgoszcz, TMBM Sp. z o.o. in Bydgoszcz, Enpire - Łukasz Wojciechowski in Bydgoszcz, Break f Wash sp. z o.o., Transport Academy Foundation, Autosoftware Wojciech Zalewski, Barbara Luijckx sp. z o.o.
Admission requirements (expected candidate competencies – especially for second-cycle studies)	In accordance with the applicable internal and external legal regulations

Study programme, part 2

Area: International Business

Education modules with intended learning outcomes						
Education modules	Courses (* - denotes an elective course)	Intended learning outcomes	Course content ensuring achievement of learning outcomes	Assessment requirements	Number of ECTS credits	Methods for verifying the intended learning outcomes achieved by the student
Canonical courses						
Management and entrepreneurship	Organisational culture – learning organisations	K_W01, K_W04, K_K05, K_K06	1. Learning organisations; 2. Organisational culture; 3. Typology of organisational cultures; 4. Knowledge management in an organisation; 5. Review of research on organisational cultures	Credit with grade	1	Test on the distacne-learning platform
	Project management and team building	K_W03, K_W10, K_U05, K_U06, K_U09, K_K04, K_K05, K_K06	1. Defining needs; 2. Issue management; 3. Building employee teams (Human Relations); 4. Communication management; 5. Delegation of tasks; 6. Risk management; 7. Change management; 8. IT systems supporting management	Credit	1	Project implementation, oral statements; participation in discussion, analysis of information on an assigned topic; tests
	Business simulation game	K_U01, K_U03, K_U05, K_K04, K_K06	1. Techniques for preparing an effective presentation; 2. Public speaking; 3. Teamwork under time pressure; 4. Rules of the Business Game; 5. Teamwork on a business problem; 6. Public presentation of solutions	Credit with grade	1,5	Positive assessment of the presentation
Socio-economic integration	Socio-economic integration	K_W01, K_U04, K_K05	Basics of academic etiquette and netiquette; basics of savoir-vivre; selected elements of Polish culture and tradition; basics of Polish history; basics of functioning in the institutional environment of Poland and the EU; basics of functioning on the labour market in Poland and the EU; basic social competencies.	Credit	0	Homework assignments, final test, task completion, active participation in classes
Modern technologies	Practical foundations of distance learning	K_K01, K_K05,	1. Lifelong learning – pace of change in the surrounding world, methods of professional self-improvement; 2. IT system security – logging into WSG systems, elements of network security; 3. Working with the LMS system – where information appears, sources of knowledge, activation methods, communication methods, ways of verifying learning outcomes	Credit	0	Tests, surveys, forum discussion
Practical philosophy	Introduction to philosophy	K_W03,	1. Types of human cognition; 2. Unity and plurality of philosophy; 3. Theoretical philosophy; 4. Philosophy of particular beings; 5. Practical philosophy; 6. Basic issues of philosophy; 7. Maximalist philosophies; 8. Minimalist philosophies	Credit with grade	2	Final test; tasks completed during classes; text analysis; project completion; participation in discussions
Physical education	Physical education (applies only to long-cycle master's studies)	not applicable	Team games; general development classes with elements of basketball, volleyball, handball, football and floorball; sports games: table tennis, badminton; fitness	Credit	0	Test; self-assessment, analysis, observation

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Education modules with intended learning outcomes						
Flexible education	Introduction to scientific information	K_W09, K_K01,	1. The concept of information and its application in science; 2. Sources of scientific information; 3. Catalogues and bibliographic databases; 4. Scientific databases; 5. Licensed online knowledge databases; 6. Open repositories; 7. Searching for information on the Internet; 8. Using thematic services; 9. Using academic search engines; 10. Using multi-search engines; 11. Using library information and retrieval systems	Credit	1	Test on the distance-learning platform
	Library training	K_W09, K_K01,	1. WSG information and library system; 2. WSG Main Library (or branch libraries) and its online collections; 3. Online catalogues; 4. Access to collections; 5. Databases	Credit	0	Test on the distance-learning platform
	Pre-medical first aid	K_W03, K_U08, K_U09,	1. Cardiopulmonary resuscitation – procedures and algorithms; 2. Unconscious casualty; 3. Airway obstruction; 4. Life-threatening conditions related to the nervous system; 5. Symptoms and procedures; 6. Diseases and emergencies requiring assistance related to the respiratory and circulatory systems; 7. Symptoms and procedures; 8. Frostbite, thermal burns, chemical burns, electric shock; 9. Types of wounds and their dressing, haemorrhages; 10. Injuries of the musculoskeletal system, head and spine; 11. Procedures in various life-threatening conditions and diseases; 12. Symptoms and procedures	Credit	1	Test; tasks; observation of students' work during practical classes, assessment and analysis of completed practical tasks
	Specialised IT systems	K_U03, K_K01, K_K05,	1. Working in Microsoft Visio: characteristics of Visio; creating UML diagrams using Visio; creating IT diagrams; using templates; creating custom templates; linking a drawing to an ODBC source; linking shapes to ODBC sources; creating and editing stencils; 2. Microsoft Project: project planning; dividing work into tasks; estimating work time; teamwork schedules; assigning resources to tasks; tracking progress; working on multiple projects; data exchange between different projects	Credit	1	Activity in laboratory classes, completion of individual laboratory exercises.
	Culture of the Polish language	K_U06, K_U07, K_U08, K_K05,	1. Developing listening, speaking, reading and writing skills within topics related to everyday life and basic social contacts – establishing and maintaining contact in formal and informal situations; 2. Providing information about oneself; 3. Shopping; 4. Using catering, transport and accommodation services, expressing basic needs in the above situations.	Credit with grade	4	Written control tests, oral answers checking grammar and vocabulary; written statements as homework and classwork; short written statements; homework, classwork, written control tests checking reading comprehension; self-assessment, observation; assessment of activity and involvement in classes, observation of work in pairs or groups

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Area: International Business

Education modules with intended learning outcomes						
Foreign language	Foreign language I	K_U07, K_U08, K_K05,	Polish as a foreign language 1: Personal Information and Social Relationships •Topics: introducing oneself and others; personal information; appearance and personality; family and social relationships. •Grammar: revision of noun and adjective inflection; nominative and accusative cases; basic sentence structures. •Language functions: introductions; asking and giving personal information; describing people. 2: Everyday Life, Studies and Free Time •Topics: daily routine; free-time activities. •Grammar: present tense revision; past tense; verb aspect (perfective and imperfective verbs). •Language functions: describing everyday activities; talking about past experiences; expressing preferences and opinions. 3: Shopping, Services, Travel and Health •Topics: shopping and services; travel and transport; health and well-being. •Grammar: genitive in basic contexts; numerals and quantities; prepositions of place and time. •Language functions: asking for and giving information; ordering and buying products; describing basic health problems.	Credit	1	written production, short messages, description, homework, lexical and grammatical test, in class tasks, sustained monologues, dialogues, pair work, group work, role play, active participation in class, listening and reading comprehension tasks, answers to questions, in class exercises, teacher observation, self-reflection
	Foreign language II	K_U07, K_U08, K_K05,	Polish as a foreign language 1: Education, Work and Career Plans •Topics: education; professions; workplace; career plans. •Grammar: future tense; verb aspect extension; basic verb government. •Language functions: describing plans and intentions; talking about professional goals. 2: Culture, Media and Life Experiences •Topics: culture and media; films, books and cultural events; personal experiences. •Grammar: comparison of adjectives and adverbs; complex sentence structures. •Language functions: expressing opinions; giving reasons and simple arguments. 3: Social Issues and Everyday Problems •Topics: social situations; solving everyday problems; interpersonal communication. •Grammar: conditional mood (basic forms); clauses with: że, żeby, ponieważ, dlatego że. •Language functions: expressing conditions; discussing hypothetical situations; explaining reasons.	Credit	1	written production, short messages, description, homework, lexical and grammatical test, in class tasks, sustained monologues, dialogues, pair work, group work, role play, active participation in class, listening and reading comprehension tasks, answers to questions, in class exercises, teacher observation, self-reflection
Basic courses	Statistical inference	K_W05, K_U02, K_U03, K_K01,	Elements of probability calculus (one-dimensional random variables and their theoretical distributions; probability functions, distribution function and parameters describing the distribution of a random variable; limit theorems: law of large numbers, Lindeberg-Levy central limit theorem; sampling schemes; basic concepts of statistical inference: random sample, estimator, estimator distribution, properties of an estimator; distributions of sample statistics); analysis of the structure of mass phenomena (estimation of population parameters; construction of confidence intervals for the population mean, population variance and structure indicator; verification of statistical hypotheses); statistical inference in correlation and regression analysis (two- and multidimensional random variables and their theoretical distributions; functions and parameters describing the distribution of a random variable; bivariate normal distribution; confidence intervals for the correlation coefficient; significance tests for the linear correlation coefficient); statistical inference in regression analysis (verification of the regression model: significance of structural parameters, randomness of the random component, linearity of relationships; criteria for assessing regression model quality); statistical inference in time-series analysis (linear trend model).	Exam / credit with grade	4	Exam – test; written test
Major and area courses						

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Area: International Business

Education modules with intended learning outcomes						
Module: Major courses	Macroeconomics	K_W01, K_W02, K_W04, K_W06, K_U01, K_U02, K_K01,	Review of basic macroeconomic concepts (key macroeconomic concepts; schools in macroeconomics; aggregate demand and aggregate supply; various ways of measuring economic activity); theory of aggregate demand (importance of consumption, savings and investment; consumption under certainty and uncertainty; factors shaping investment; equilibrium in an expanded economic model; multiplier model); business cycle (types of business cycles; business cycle and aggregate demand theory; business cycle theories); fiscal policy (multiplier in fiscal policy; budget deficit; fiscal convergence criteria; effects of public debt); money and monetary policy (interest rates; principles of monetary policy; role of the central bank; impact of money on the economy; inflation and monetary policy; modern theories of inflation; dilemmas of anti-inflation policy); macroeconomics of an open economy (balance of payments and balance-of-payments equilibrium; foreign trade and economic activity; economic integration; interdependencies in the global economy; IS-LM model in an open economy); growth and stability policy in an open economy (methods of stabilising the economy; methods of stimulating long-term growth; IS-LM model in an open economy; stabilisation policy in the IS-LM model in an open economy); challenges of economic development (economic development strategies; alternative models of economic development; endogenous growth theory; hysteresis theory)	Exam / credit with grade	4	Test, written test, assessment of preparation of staged assignments
	History of economic thought	K_W01, K_K01,	Subject of the history of economic thought and periodisation of the development of economic thought; views preceding the emergence of classical economics (early pre-classical economic thought; mercantilism, physiocracy and other precursors of classical economic thought); classical economic thought (Adam Smith; Ricardo and Malthus; J.S. Mill); economic theories of Karl Marx; neoclassical economic thought (Jevons, Menger; development of marginal analysis; Walras's general equilibrium theory; Alfred Marshall); heterodox economic thought (Veblen's critique of classical economics; institutionalism); Keynesian economics; Milton Friedman's monetarism; rational expectations theory; trends in contemporary economic theory – comparative analysis	Credit with grade	2	Written assignments, participation in discussion. Solving tasks individually and in groups.
	Managerial economics	K_W03, K_W04, K_W08, K_W10, K_U01, K_U05, K_K03, K_K06	Introduction to economic decision-making and issues within the scope of managerial economics; microeconomic analysis as a tool supporting decision-making in an enterprise; demand analysis. Demand elasticity and its non-price determinants. Consumer surplus and methods of capturing it by the entrepreneur. Price discrimination and its forms; production. Production function and its measurement. Production with one variable input. Economies of scale; cost analysis. Production costs. Economies of scale. Cost analysis and optimal decisions; enterprise decisions under uncertainty. Uncertainty, probability and expected value. Decision trees; production and pricing decisions in competitive and monopolistic markets – the problem of efficiency and market equilibrium.	Credit with grade / credit with grade	4	Written assignments, written test, test
	Business and commercial law	K_W04, K_W07, K_W09, K_K01, K_K02,	Business and commercial law (introduction; terminology; establishing business activity); contractual obligations (concept of a business contract; methods of concluding contracts; selected civil-law contracts; concluding commercial contracts); business activity (forms of business activity; forms based on civil law; forms based on commercial law; other forms)	Exam	2,5	Test

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Area: International Business

Education modules with intended learning outcomes						
	International economics	K_W01, K_W02, K_W04, K_W08, K_U01, K_U02, K_K01,	National income accounts and balance of payments (national income accounting in an open economy; structure of the balance-of-payments account); exchange rates and the foreign exchange market (characteristics of the foreign exchange market – market participants; demand for foreign-currency assets; equilibrium in the foreign exchange market: interest-rate parity; interest rates, exchange-rate expectations and equilibrium); money market, interest rates and exchange rates (money-market equilibrium; links between the money market and the foreign exchange market; money supply and exchange rate in the short run; money, price level and exchange rate in the long run); price level and exchange rate in the long run (law of one price; purchasing power parity; long-run exchange-rate model based on purchasing power parity; real exchange rate); output and exchange rate in the short run (short-run goods-market equilibrium: DD curve; short-run asset-market equilibrium: AA curve; short-run equilibrium of an open economy – DD-AA model; temporary changes in monetary and fiscal policy in the DD-AA model; permanent changes in monetary and fiscal policy in the DD-AA model; adjustment of trade flows and current-account dynamics); fixed exchange rates and interventions in the foreign exchange market (central-bank intervention and money supply; foreign-exchange-market equilibrium under fixed exchange rates; money-market equilibrium under fixed exchange rates); macroeconomic policy and its coordination under floating exchange rates (arguments for floating exchange rates; arguments against floating exchange rates)	Credit with grade / credit with grade	4,5	Test; written assignments
	Mathematical economics	K_W05, K_W06, K_U02, K_U03, K_K01,	Mathematical theory of demand (consumer preferences; budget sets and surfaces; utility function; consumer demand function; compensated demand function; derivatives of the utility function); mathematical theory of supply (perfect competition: revenue maximisation, cost minimisation, profit maximisation; monopoly: revenue maximisation, cost minimisation, profit maximisation); market models (Arrow-Hurwicz model; cobweb model; Samuelson model; Phillips model)	Exam / credit with grade	3,5	Test; written test
	Human capital management	K_W03, K_W04, K_K01, K_K05,	Concepts and analyses of human capital in economic thought (concept of human capital; reasons for interest in human capital; human capital as a factor of socio-economic development); human capital structure and labour-market segmentation (evolution of the concept of human capital in economic thought; Human Capital theory; segmentation theories of the labour market and the problem of human capital); human capital in the knowledge-based economy. Human capital and educational and training policy (essence of the knowledge-based economy; enterprise of the post-industrial era; knowledge worker; educational policy; lifelong learning, education and the labour market); intellectual capital (concept of intellectual capital; models of intellectual capital); methods of measuring intellectual capital (methods based on market capitalisation; methods based on return on assets; direct measurement of intellectual capital); human capital management in an organisation. Effectiveness of investment in human capital (objectives and scope of human capital management; instruments and actors of human capital management; strategic human capital management; indicators for assessing the effectiveness of investment in human capital; tools ensuring the effectiveness of investment in human capital)	Credit with grade	2	Written assignment, participation in discussion
	International logistics	K_W02, K_W04, K_U01, K_U02, K_U05, K_K01, K_K05,	International aspects of management (essence and place of international logistics in international management; integration processes in international logistics); strategy in international logistics (conditions for creating international supply chains; competition in international logistics; socio-cultural determinants of international logistics); conditions for the functioning of supply chains in the EU (integration of the goods and services market; factors of TSL development in Poland; evolution of supply-network configuration); global logistics (globalisation of supply chains; evolution of logistics policy); place and role of international logistics in international management; methods of international logistics management – theory and practice; conditions for creating international supply chains; effects of implementing international logistics in an enterprise – case study (RABEN; DHL; UPC; PST; TANSCLAN; air transport in Poland)	Credit with grade / credit with grade	6	Test, case study

Study programme, part 2

Area: International Business

Education modules with intended learning outcomes						
Module: Logistics	Logistics management	K_W03, K_W04, K_U01, K_U02, K_U05, K_K01	Basic concepts and issues in management, strategic management and logistics; value-chain management, including the enterprise logistics system (analysis of the value chain of a manufacturing enterprise, analysis of the value chain of a service enterprise in the TSL sector, role and tasks of the logistics system of a manufacturing enterprise in management processes, role and tasks of the logistics system of a TSL-sector service enterprise in management processes); development of enterprise and supply-chain management concepts as an element of building system and process efficiency: Just in Time (JiT) – tasks in supply optimisation processes, Lean Management (LM) – system for optimising enterprise operations, Agile Management (AM) – management concept enabling a rapid response to changes on the demand side, Total Quality Management (TQM) – management system focused on building quality in each process, Business Process Management (BPR) – concept of change management in an enterprise and supply chain; analysis of the importance of logistics tools for optimising processes in enterprises and supply chains: logistics system of a manufacturing enterprise as a system of logistics tools for effective use of enterprise resources, analysis of the importance of logistics tools in managing relations with suppliers and recipients, including final clients and consumers, e-business as an element of enterprise logistics management in building relations with suppliers and recipients.	Credit with grade / credit with grade	4,5	Oral statements, final test
	Economic analysis of enterprises	K_W02, K_W04, K_W05, K_W10, K_U02, K_U03, K_U04, K_K03, K_K06	Analysis of basic financial statements of TSL-sector enterprises (balance-sheet analysis; profit-and-loss account analysis; cash-flow statement analysis); analysis of own costs of TSL-sector enterprises (analysis of costs by type; analysis of costs by calculation layout; analysis of unit costs); analysis of operational efficiency of TSL-sector enterprises (liquidity analysis; financial leverage/debt analysis; profitability analysis of TSL-sector enterprises; turnover analysis)	Exam / credit with grade	4	Test, written test
Module: Business activity of enterprises on the international market	Enterprise on the global market	K_W02, K_W03, K_U01, K_U02, K_U08, K_K01	Definition of globalisation – different approaches; history of globalisation – globalisation in ancient times; globalisation in the Middle Ages; globalisation in modern times; opportunities and threats arising from globalisation; key players; levels of globalisation; reasons for globalisation; differences between international and global competition; entry into global markets; political aspects; economic aspects; social aspects; technological aspects; market-entry methods; types of international strategies; international promotion strategy; international pricing strategy; effects of globalisation; bright side of globalisation; dark side of globalisation	Exam / credit with grade	4,5	Participation in discussion and debate, tests, oral answers
	European single market	K_W02, K_W04, K_W06, K_U01, K_U06, K_K05, K_K06	Historical and geographical aspects of the common market in Europe; political aspects of the European single market; common market for services; common labour market; common market for traditional and electronic media	Credit with grade / credit with grade	4	discussion, test
	Digital economy and AI	K_W05; K_W09, K_W03, K_K04	Definitions, characteristics, global trends; impact of digital transformation on business models and the economy; role of data, automation and artificial intelligence in economics; digital competencies and critical analysis of digital technologies; AI in production and services; digital regulations and etiquette; future of the economy and AI; data management	Credit with grade	2	Oral statements, final test
	Analysis and forecasting of foreign markets	K_W04, K_W05, K_U03, K_U06, K_K03	Global marketing; global business and emerging markets; cultural, economic and political factors and their impact on the attractiveness of a local market; theory of emerging markets; analysis of opportunities and threats for selected emerging markets; analysis of market resources and opportunities; marketing research and demand forecasting; assessment of current demand; market potential and brand development index; selected strategies for entering a foreign market; territorial expansion strategies and internationalisation models; agreements and subcontracting agreements as a phenomenon in the internationalisation process; global marketing strategies; case study of selected countries – macroeconomic analysis (GDP, foreign-exchange market, public debt, taxes, foreign trade, etc.)	Exam / credit with grade	3,5	oral statement, case study

Study programme, part 2

Area: International Business

Education modules with intended learning outcomes						
	International trade	K_W02, K_W06, K_U05, K_K06	Theories and mechanisms of international trade; contemporary trends in global trade in goods and services; trade policy of states and the role of international organisations; ability to interpret trade data and formulate export-import strategies; classical and modern theories of trade; trade policy; trade in services and digital international trade;	Exam / credit with grade	5,5	Participation in discussion and debate, tests, oral answers, written test
	Management accounting	K_W02, K_W03, K_W05; K_U01, K_U02, K_U03, K_U04, K_U05, K_U09, K_K01, K_K02, K_K03	Documentation of business operations. Financial result and its settlement. Financial reporting. Selected issues of financial accounting. Recording and settlement of costs and planned cost accounting. Management accounting in short- and long-term decisions. Concept and functions of controlling.	Credit with grade / credit with grade	6	test, oral statement
	International investments	K_W02, K_W04, K_W08, K_U02, K_U05, K_K03	Basic issues concerning international finance, including the international monetary system and the functioning of international financial markets; characteristics of the most important international financial institutions; rating agencies and their role in the functioning of international financial markets; financial instruments on the money and capital markets;	Credit with grade / credit with grade	6	test, oral statement,
Module: Elective courses and expert classes	Elective course I-II	K_W02, K_W03, K_W04, K_K01, K_K06	Elective courses are selected by the student in a given semester in accordance with the study plan. Depending on the topic selected by the student, the course aims to broaden the student's knowledge during lectures. Proposed course topics concern general economic issues or detailed issues related to a specific area of study. Proposals are developed after consultation with students regarding their areas of interest during the first year of study.	Credit with grade	4	Completion of tasks individually or in groups, participation in discussion
	Elective course III	K_U01, K_U02, K_U05, K_U08, K_U09, K_K01, K_K06	Elective courses are selected by the student in a given semester in accordance with the study plan. Depending on the topic selected by the student, the course aims to broaden the student's competencies during workshops. Proposed course topics concern general economic issues or detailed issues related to a specific area of study. Proposals are developed after consultation with students regarding their areas of interest during the first year of study.	Credit with grade	2,5	Completion of tasks individually or in groups, participation in discussion
	Expert classes I	K_U01, K_U05, K_U06, K_U09, K_K01, K_K02, K_K06	Expert classes are conducted by expert practitioners. Class topics are assigned on the basis of current economic events and trends in management and finance sciences.	Credit	1	Completion of tasks individually or in groups, participation in discussion
	Expert classes II	K_U01, K_U05, K_U06, K_U07, K_K01, K_K02,	Expert classes, part 2, are conducted by expert practitioners (Visiting Professors) in a foreign language. Class topics are assigned on the basis of current economic events and trends in management and finance sciences.	Credit	1,5	Completion of tasks individually or in groups, participation in discussion
Internships/placements	Internship: "Employee competencies"	K_W03, K_U04, K_U05, K_U09, K_K03, K_K05, K_K06	Completion of the internship/placement in accordance with the guidelines included in the internship programme	Credit	6	Internship card, surveys, project
	Industry internship I and II	K_U01, K_U04, K_U05, K_U08, K_U09, K_K02, K_K03	Completion of the internship/placement in accordance with the guidelines included in the internship programme	Credit	12	Internship card, surveys, project
	Research methodology	K_W01, K_W05, K_U03, K_U05, K_K01,	Methodology as a science; knowledge and science; methodological peculiarities of sciences; scientific research as problem solving; selected research methods and techniques; algorithms of typical scientific reasoning; structure and dynamics of scientific theory; research management; principles of preparing and presenting scientific papers; principles of constructing a measurement tool, designing a questionnaire, improving a questionnaire; types of survey research, techniques for increasing questionnaire return rates, data coding; calculating measures using statistical functions in Excel – measures of central tendency and dispersion, correlation and regression coefficients, measures of dynamics of phenomena	with grade / credit with	2	Test; teacher and peer assessment; assessment of oral statements

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Area: International Business

Education modules with intended learning outcomes						
Diploma process	Computer methods for processing scientific data	K_U03, K_K01, K_K05,	Methodology of conducting online research; secondary data; data analysis; reporting	Credit	1	Completion of tasks in groups or individually; participation in discussion; activity in classes; written test
	Master's seminar I	K_W09, K_U01, K_U06, K_U08, K_K01, K_K04,	Research Methodology Selection of the Research Topic Literature Review and Analysis Formulation of Research Objectives, Research Questions, and Research Hypotheses Development of the Master's Thesis Concept (structure, scope, and timeline) Selection of Research Methods, Techniques, and Research Instruments Principles of Research Ethics and Copyright Law	Credit	2	Master's thesis plan, activity in classes, progress in preparing the master's thesis
	Master's seminar II	K_W09, K_U01, K_U06, K_U08, K_K01, K_K04,	Collection of Research Data Quantitative and Qualitative Analysis of Empirical Data Interpretation of Research Findings Formulation of Conclusions and Recommendations	Credit	3	Master's thesis plan, activity in classes, progress in preparing the master's thesis
	Master's seminar and preparation for the diploma examination	K_W09, K_U01, K_U02, K_U03, K_U06, K_U08, K_K01, K_K03, K_K04, K_K05,	Preparation for the diploma examination – discussion of issues Formal and substantive content of the thesis: analysis of literature concerning the research problem, analysis of the existing state of knowledge in the field of the topic, methodological foundations of own research. Process of writing a scientific paper. Editorial and technical requirements.	Credit with grade	5	Submission and acceptance of the diploma project; analysis of individual cases