

STUDY SUBJECTS TAUGHT IN ENGLISH FOR EXCHANGE STUDENTS

AUTUMN SEMESTER 2023

Subject	Credit (ECTS)	Description of study subject
Business Economics	5	Aim of the subjects is to introduce to the conditions and mechanisms of the acting of economic systems, to help understand market laws, to analyze different types of market structure and to assess the influence of state regulation on economics.
Management	5	The main objective of the course is to gain understanding of the role and functions of management within a business. By performing the given tasks students will be able to assess the use of management and organizational strategies in various environmental situations, identify the key elements of planning and decision-making, analyse how management can influence individual and group performance.
Professional Foreign Language (English)	6	The purpose of the course unit of Business English is to refresh students' communication skills in business world covering the most important areas of contemporary business as well as developing essential business skills; to expand students' vocabulary and develop skills of correct use of the language in oral and written form; to develop students' skills in critical evaluation of different texts to develop generic competences (to work with various information sources, to organize work activity autonomously, to work in a team, etc).
Basics of International Business	6	The course will provide students with analytical techniques, conceptual approaches and empirical evidence relevant to understanding the role of international business in the global world. The module introduces students to forces (e.g. globalization / regionalization) and actors (e.g. governments and international economics institutions) that help to shape the macro environment for international business. It examines how these forces may shape business strategy and operations in the modern global world.
Business Processes Management	4	The course is designed to gain knowledge of the management of business processes and to be able to apply them when designing and managing processes. When studying this course unit the following main topics will be analyzed: process conception, a conception of the strategy of process management and its composite parts, creation of a system of business processes and factors determining the system of business processes, types of processes of providing / producing services and their creation, process analysis and the main characteristics, creating a structure of processes and determining interaction, process efficiency: usefulness and efficiency, models and methods of managing business processes.
Business Communication	4	Aim of the course unit of Business Communication - to develop communication competence in the activity of an organization, abilities to assess communication activity of self and others, to stimulate reflection and critical thinking as well as application of effective communication in the business and personal life; to form the skills of language usage, correct public, spoken and written language, to give knowledge on the process of Business communication, its elements and conditions.
Fundamentals of Law	4	The aim of the course is to acquire knowledge enabling us to understand the concept of tourism and to gain a sound knowledge of a diversity of tourism and tourism activities.
Social Research Methodology	4	Aim of the course is to give the students' a proper understanding of the benefit and relevance of the research methods for carrying out theoretical and empirical research in the students' professional field. During the studies of the course unit, the students will gain knowledge, expand their personal understanding and develop

		skills necessary for carrying out applied research independently using quantitative and qualitative research methods. The students will understand the concept of research methods within the context of technology and innovation management, will be able to select appropriate types of research according to the problem of the research, will be able to formulate technology and innovation management research parameters and develop a research design for both – quantitative and qualitative research.
Human Resource Management	4	The aim of the Human Resource Management course is to provide student with knowledge about the principles, methods and functions of human resource management: to be able to carry out human resource research, to plan, organize, manage and control personnel activities, to submit offers to the management of the company on human resource policy and strategic personnel management. The course unit forms students' comprehension about an effective cooperation, leadership and a successful achievement of the organizational goals, at the same time fulfilling the needs of self-realization.
International Business Projects Management	5	The aim of the course unit is to provide the students with theoretical and practical knowledge about the aspects of project management in the field of international business, forming the students' knowledge and developing skills necessary for the preparation and implementation of a certain type of project at the necessary quality level.
Trade Management	5	The course is designed to deepen the students' knowledge in the international business environment, business operations and legal regulations, develop the skills of gathering, selecting, analyzing and evaluating information and data from the international environment, applying knowledge to practical situations and abilities to make decisions for import and export processes.
Branding Management	6	The aim of the course is to acquire the basic knowledge and tools necessary to understand international problems and issues for marketing; to understand how companies adjust their international strategies based on the global environmental changes; to build skills toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing; skills of planning and organizing marketing activities for the global marketing management.
Business Negotiation	5	The course allows students to gain skills in bargaining and making negotiation strategies, to be able to use tactical moves.
Emerging Markets	6	The subject aim is to provide the students with knowledge about emerging markets: India, China. During lectures students will be familiarized with emerging markets exports, imports, risks that arise in cooperation with emerging markets.
Quality Management	5	The studies of Quality Management course unit help the students to gain key quality management knowledge and skills necessary for the implementation of quality management system in an organization and for striving for constant improvement of company activities and better satisfaction of consumer needs.
Sustainable Business	5	This course unit is designed to enhance the students' interest in the principles of sustainable business development, international practice of the application of such principles, to develop students' ability to understand and assess critically the concepts of sustainable business development, their applicability and problem in the society, to develop skills necessary for environment, business and social development analysis; to apply "green management", its models and sustainable business development process, management instruments and indicators.
International Business Strategies and Risks Management	5	Course unit helps to develop skills allowing us to prepare the strategy of introducing new products and innovations, aiming at a company's competitiveness and sustainable growth in the global environment. Course unit enables us to understand the challenges and the international environment in which the business operates

		and how the chosen strategy can make the international business company to be more competitive in the industry.
Public Speaking	4	In this subject students are introduced to the modern concept of rhetoric science, relation between public speaking and other oratory fields are discussed. Effective public communication process, relationship between persuasive speech and active listening is introduced. Students are taught to choose the right topic, formulate problems, and concentrate on arguments. Principles of public speech composition are introduced, paying a lot of attention to the logical basis of speech and argumentation. Various types of public languages are presented.
Customer Management	5	The subject is to develop students' theoretical and practical customer service and skills.
Finances and Accounting	5	Studies of the subject of finance and accounting acquaint with the requirements for primary accounting documentation, basic accounting principles; economic facts are identified, classified, valued and registered and financial statements are prepared; the financial goals of companies, financial resources and the process of their formation are analyzed; various methods of financial analysis are applied; developing the ability to calculate taxes. Students will be able to register economic operations, calculate the company's operating result, prepare financial reports, apply financial analysis methods, understand the dependence of economic indicators, will be able to assess the company's financial condition, know tax calculation and declaration requirements; know how to finance a business.
Entrepreneurship and Creativity	5	The aim of the course is to provide students with knowledge and abilities in the field of organizational creativity, enabling them to make creative, innovative value-creating decisions in different business contexts, as well as to creatively solve various business problems.
Composition and Color Science	6	Get to know the diverse creative possibilities of graphic design, the basic principles of creating a composition from ideation to execution, learn to apply the practical basics of two-dimensional composition and graphic design, which allow you to professionally solve the tasks of visual communication design, create design works with a unified graphic expression, emphasizing the meaning of visualization, expediency, aesthetics aspects; learn to design graphic design objects according to functional, aesthetic, technological criteria.

Communicational Psychology	4	<p>The program of the subject of communication psychology is designed to acquaint students with the psychological regularities of communication, to enable purposeful management of interpersonal interaction, to participate flexibly and creatively in the context of constantly changing conditions of interpersonal communication. The theoretical part of the course introduces the essential factors of the communication process, reveals the peculiarities of the expression of communication elements in different social interaction situations. The psychological aspects of the communication processes in a group, team, organization are also discussed. The significance of personal development and self-regulation in everyday communication, work environment is analyzed, and programs continuous self-improvement is studied. During the practical sessions, students learn to know the expression of their own and those surrounding personal characteristics in behavior (emotional intelligence, self-awareness, value system, patterns of voluntary action).</p>
Consumer Behavior	5	<p>Consumer behavior is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioral responses.</p>
Visual Communication	5	<p>During the subject of visual communication, the peculiarities of marketing and advertising communication and communication tools are delved into. The course includes an overview of the creative communication creative process, during which it gets acquainted with the forms and means of modern advertising, their specifics, advantages and disadvantages. During the practical session, students will learn to create and analyze advertising messages, combine image and text in the communication process, prepare advertising presentations, generate visual advertising ideas.</p>
Intellectual property law and data protection	4	<p>The content of the subject of intellectual property rights and data protection consists of an important and extensive area of private law - copyright, consumer rights, legal protection of individual objects of industrial property - patents, trademarks, industrial design and other objects. The subject is devoted to examining the legal regulation of advertising and intellectual property protection, analyzing the content of these rights, limitations, and participation in civil circulation. The subject of legal regulation of advertising and intellectual property is also devoted to examining and clarifying issues of legal protection of objects of industrial property - registration of these objects, content of rights granted by legal protection, their protection, presentation in public information media. The legal regulation of advertising in international agreements and legal acts of the European Union is examined. The main operational issues of the legal protection systems created and operating for individual types of advertising in the European Union, the Community trademark protection system, the design protection system and others are analyzed.</p>

Management of Innovations and Changes	5	This subject is designed to dispense students with the conceptual frameworks and an understanding of the best practices related to developing, implementing, and managing large and small scale change initiatives, both as an internal change agent and as an organizational development consultant.
E-Commerce	5	During the e-commerce course, the purpose, principles, possibilities and their impact on business development and their impact on business development and for increasing competitiveness, the peculiarities of online marketing, the importance of information protection in electronic commerce are introduced

