

SPECIALISATIONS IN THE FIELD OF ECONOMICS



3 YEARS (6 SEMESTERS) OF BACHELOR'S DEGREE PROGRAMME

SPECIALITIES:

- Green economy
- Transport economics and logistics
- E-commerce
- Business strategies and economic policy I
- International business I



STUDIES ARE CONDUCTED
IN  OR IN 

SPECIALISATION: GREEN ECONOMY

This specialty is dedicated to those who plan to develop a career in the area of resolving global challenges, related to threats to the natural human environment. This applies to environmental pollution, increasing shortages of water and natural resources, or to the issue of overpopulation in many regions of the world, all leading to global warming, and the widening gap between the rich and the poor. Those challenges call for immediate actions, aimed at creating conditions for sustainable development, taking into account symbiosis with the natural environment.

The studies will equip you with the knowledge necessary to implement the principles of Corporate Social Responsibility (CSR) in companies, and help you understand the core ideas and principles of pro-ecological and ethical business. You will learn about the requirements defining environmentally-friendly business activities, and find out how to utilise this knowledge in creating a company's competitive advantage. You will also get familiar with the principles of sustainable development.

Due to the interdisciplinary character of the programme, you will gain knowledge about the ecological aspects of global economic and social problems. You will learn about the solutions of sustainable urban planning, renewable energy, ecological food production and shaping new consumption patterns.



LIST OF COURSES:

- Global problems of environmental protection,
- Social responsibility of business,
- Green technologies and renewable energy,
- Financing sources of sustainable development and the green economy,
- Sustainable development of the world economy in practice,
- Environmental protection and social justice.



CAREER AFTER STUDIES:



- specialist in corporate social responsibility (CSR),
- expert on sustainable development in companies and institutions,
- specialist or manager in companies dealing with green energy,
- independent business activity.

SPECIALISATION: TRANSPORT ECONOMICS AND LOGISTICS

The studies have been designed in response to the demands of the working environment. They create many employment opportunities and career development prospects. You will get familiar with the organization of transport and logistics in network and virtual enterprises, the TLS industry, as well as express and postal courier services. You will gain thorough knowledge about the functioning of the latest solutions in transport and logistics and about intelligent transport systems. You will find out how to optimize logistics processes, taking into account, ecology and environmental protection. The studies will enable you to gain practical knowledge about innovative supply chains, as well as organisation and optimisation of transport in domestic and foreign companies.

The programme is addressed to those who plan to run their own business in the field of international trade, future employees of customs agencies, logistic centres, sales departments in production and service companies, and people who associate their professional future with work in an international environment in the area of domestic and international forwarding, economy and marketing.



LIST OF COURSES:

- Transport economics,
- Logistics,
- Infrastructure development and new technologies in transport and logistics,
- Economic analysis in transport,
- Transport organisation at enterprise,
- Transport in EU.



CAREER AFTER STUDIES:



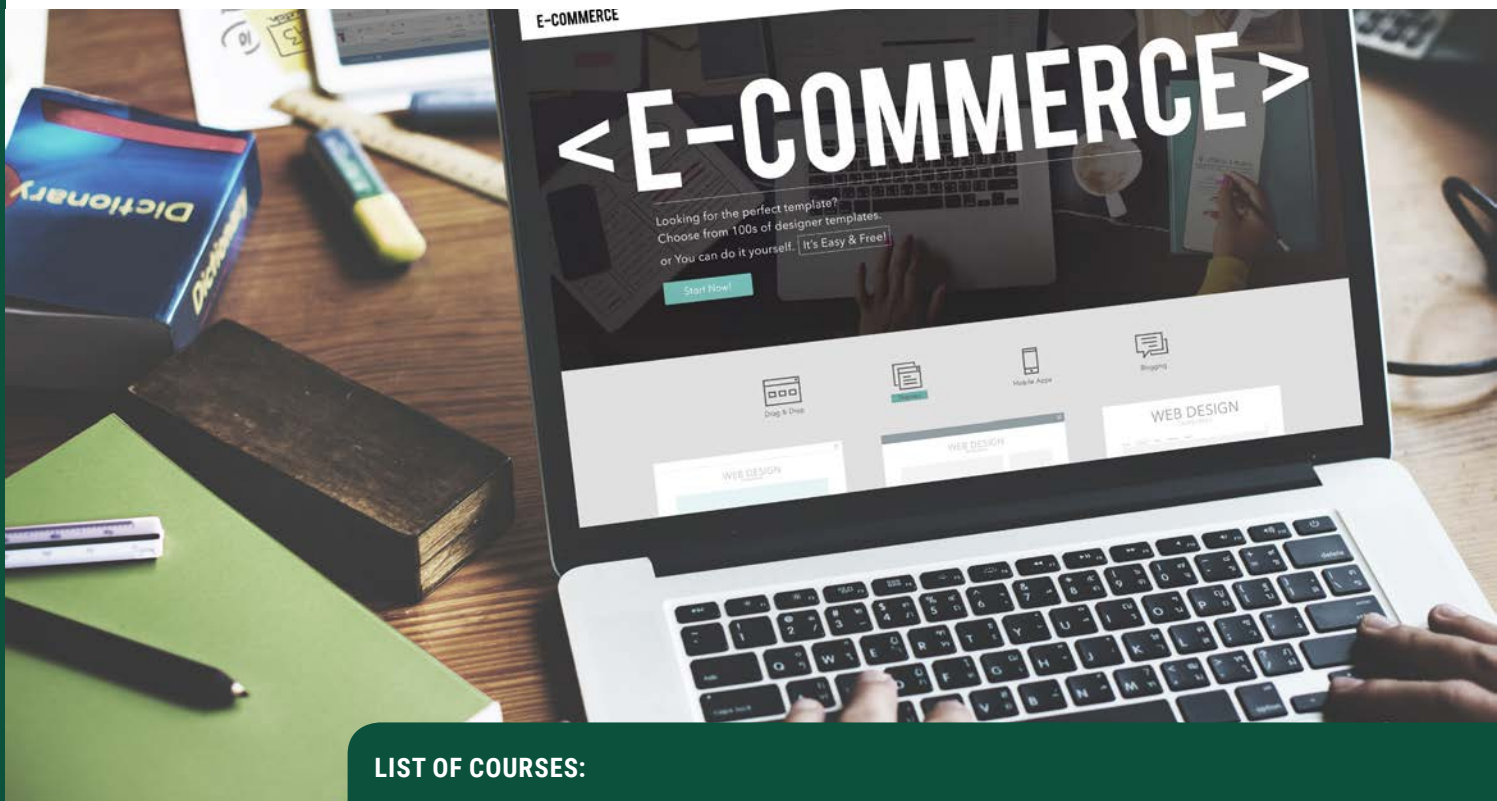
- own business in the field of international trade,
- specialist in a customs agency,
- specialist in a logistics centre,
- manager of the sales department in production and service companies,

- manager of a national or international shipping company,
- marketing specialist,
- accountant,
- Chief Accountant,
- financial analyst,
- tax adviser.

SPECIALISATION: E-COMMERCE

These studies are aimed at developing students' creative approach to the issues of the digital world. They are an innovative programme of activity in the area of electronic commerce. You will gain thorough knowledge, related to such issues as: starting and running trading activities via the Internet, ways of creating a positive self-image, as well as brand and company image. You will learn how to optimise sales processes and how to increase the effectiveness of high-quality communication. You will also gain practical knowledge on building a strategy for e-commerce and on-line consumer behaviour. Classes are conducted in the form of workshops, case studies, simulations, and discussions.

The studies are dedicated to those who plan to conduct commercial activities on the Internet, to future employees of e-commerce and marketing departments, owners of small and medium-sized enterprises, on-line stores, and platforms, and those who associate their professional future with work in advertising agencies and other organisations dealing with shaping the brand image.



LIST OF COURSES:

- E-commerce concept and its business conditions,
- Legal aspects of e-commerce,
- Determinants of e-commerce growth,
- Principles of e-commerce strategies,
- E-marketing tools,
- Ethical aspects of trading on internet.



CAREER AFTER STUDIES:



- specialist in the e-commerce department,
- specialist or manager of the marketing department,
- own business - small and medium-sized enterprises, on-line stores, and trading platforms,
- employee, having thorough knowledge in economics and marketing, working for an advertising agency or other organisation, dealing with shaping the brand image.

SPECIALISATION: BUSINESS STRATEGIES AND ECONOMIC POLICY I

When choosing this specialisation, you will learn everything you need to manage your own business. You will learn about necessary legal, financial and organisational requirements in a given national and regional environment, as well as about the factors influencing contemporary business. The knowledge will be transferred to you directly by experienced academic experts and business people, who will teach you how to prepare a business plan and carry out an analysis of a variety of risks and opportunities.



LIST OF COURSES:

- SME sector development and structure of the business plan,
- Development of the enterprise concept,
- Models of contemporary international enterprise,
- Strategies of enterprise development,
- Economics of an enterprise,
- Enterprise and the supply chain.



CAREER AFTER STUDIES:



- economic adviser,
- specialist in market analyses,
- specialist in handling EU funds,

- economic analyst,
- enterprise manager,
- specialist in business development support.

SPECIALISATION: INTERNATIONAL BUSINESS I

Here, you will learn how to efficiently conduct business abroad. You will acquire knowledge on the functioning of enterprises in the international environment – their trade, marketing and investment activities. What's more, you will learn how to professionally carry out market research at home and abroad, effectively negotiate, and conclude contracts in a multicultural environment.



LIST OF COURSES:

- Introduction to International Business,
- Basics of contemporary financial relations,
- Basics of organisation and logistics of foreign trade,
- Transport and forwarding in foreign trade,
- National and Enterprise Competitiveness,
- Strategies in International Business.



CAREER AFTER STUDIES:



- specialist in international projects,
- international business specialist,

- international dispatcher,
- trade specialist.

ACQUIRED COMPETENCES AND SKILLS IN ECONOMICS

ability to predict the consequences of economic decisions, based on knowledge of economic theories and basic forecasting techniques

ability to prepare statements, reports, analyses, and expert opinions facilitating adequate decision making



ability to use basic theoretical knowledge in the field of economics and the related disciplines, to formulate practical conclusions useful for decision-makers

ability to analyse economic phenomena, indicating their causes with the use of basic analytical tools

AFTER COMPLETING YOUR BACHELOR'S DEGREE, YOU CAN CONTINUE YOUR STUDIES IN THE FOLLOWING SPECIALISATIONS DURING YOUR MASTER'S DEGREE:

2 YEARS (4 SEMESTERS) OF MASTER'S DEGREE PROGRAMME

- International economic policy
- Economics of the digital economy
- Transport economics and logistics
- Business strategies and economic policy II
- International business II

INTERNATIONAL OFFICE



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LET'S MEET IN PERSON OR ON-LINE



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