

International Business 2 stopień - 2020/2021
specjalność European Master in Customer Relationship Marketing (Mercuri)

						stacjonarne			niestacjonarne			
						990			0			
semestr	zaj przedmi	specjalnosc	przedmiot	osób zalicze	punkty ects	w	ćw	lab/sem.	w	ćw	lab/sem.	status
			Razem		120	675	270	45	0	0	0	
Semestr 1												
1	KR	Mercuri	Psychology and Sociology of Consumption	E	5	45	0	0	0	0	0	
1	KR	Mercuri	World and European Economy	E	5	45	0	0	0	0	0	
1	KR	Mercuri	Consumer Behavior	E	5	45	0	0	0	0	0	
1	KR	Mercuri	Consumer Law and Consumer Protection	E	5	45	0	0	0	0	0	
1	KR	Mercuri	Cross – cultural Competences	E	5	45	0	0	0	0	0	
1	KR	Mercuri	Communication Skills	Z	3	0	30	0	0	0	0	
1	KR	Mercuri	Language I	Z	2	0	30	0	0	0	0	
					30	225	60	0	0	0	0	
Semestr 2												
2	KR	Mercuri	CRM	E	5	45	0	0	0	0	0	
2	KR	Mercuri	CSR and Business Ethics	E	5	45	0	0	0	0	0	
2	KR	Mercuri	Consumer to Consumer Relationships in Networks	E	5	45	0	0	0	0	0	
2	KR	Mercuri	Services Marketing	E	5	45	0	0	0	0	0	
2	KR	Mercuri	Experiential Marketing	E	5	45	0	0	0	0	0	
2	KR	Mercuri	Leadership Skills	Z	3	0	30	0	0	0	0	
2	KR	Mercuri	Language I	Z	2	0	30	0	0	0	0	
					30	225	60	0	0	0	0	
Semestr 3												
3	KR	Mercuri	Marketing Research and Data-mining	E	5	45	0	0	0	0	0	
3	KR	Mercuri	International Digital Economy	E	5	45	0	0	0	0	0	
3	DW	Mercuri	Corporate Communication	E	5	45	0	0	0	0	0	
3	DW	Mercuri	Advanced International marketing	E	5	45	0	0	0	0	0	
3	DW	Mercuri	Organizational Behavior	E	5	45	0	0	0	0	0	
3	DW	Mercuri	Intercultural skills training (Intensive Program)	Z	3	0	30	0	0	0	0	
3	DW	Mercuri	Language I	Z	2	0	30	0	0	0	0	
					30	225	60	0	0	0	0	
Semestr 4												
4	KR	Mercuri	Master Thesis	Z	15	0	0	45	0	0	0	
4	KR	Mercuri	Consultancy Project	Z	3	0	30	0	0	0	0	
4	KR	Mercuri	Internship	Z	10	0	30	0	0	0	0	
4	KR	Mercuri	Language I	Z	2	0	30	0	0	0	0	
					30	0	90	45	0	0	0	