

International Business 2 stopień - 2022/2023
specjalność International Master in Intercultural Business (Magellan)

				stacjonarne			niestacjonarne					
				676			0					
semestr	tytuł przedmiotu	specjalność	przedmiot	sób zaliczonych	punkty ECTS	w	ćw	lab/sem.	w	ćw	lab/sem.	status
Razem				91	478	198	0	0	0	0	0	
Semestr 1												
1	KR	Magellan	World and European Economics	E	5	45	0	0	0	0	0	
1	KR	Magellan	International Business Law	E	4	25	0	0	0	0	0	
1	KR	Magellan	International Strategic Management	E	5	30	0	0	0	0	0	
1	KR	Magellan	International Marketing Management	E	5	30	0	0	0	0	0	
1	KR	Magellan	Research Methods in International Business	E	5	45	0	0	0	0	0	
1	DW	Magellan	Language for business (Spanish, French, German)	Z	3	0	30	0	0	0	0	
1	KR	Magellan	Communication skills	Z	3	0	30	0	0	0	0	
				30	175	60	0	0	0	0	0	235
Semestr 2												
2	KR	Magellan	International Business Across Cultures	E	4	28	0	0	0	0	0	
2	KR	Magellan	Leadership Across Cultures	E	4	28	0	0	0	0	0	
2	KR	Magellan	Economic Development	E	4	28	0	0	0	0	0	
2	KR	Magellan	Corporate Governance & CSR	E	4	28	0	0	0	0	0	
2	KR	Magellan	International Trade Theory	E	4	28	0	0	0	0	0	
2	KR	Magellan	International Business and Economics	E	3	28	0	0	0	0	0	
2	DW	Magellan	Language for business (Spanish, French, German)	Z	4	0	30	0	0	0	0	
2	KR	Magellan	Negotiations across cultures	Z	3	0	28	0	0	0	0	
				30	168	58	0	0	0	0	0	226
Semestr 3												
3	KR	Magellan	Development of Managerial Skills	E	3	25	0	0	0	0	0	
3	KR	Magellan	Design Thinking	E	3	20	0	0	0	0	0	
3	KR	Magellan	Intercultural Skills Training: Simulation	E	3	20	0	0	0	0	0	
3	KR	Magellan	E-business	E	3	25	0	0	0	0	0	
3	KR	Magellan	Advanced Technology in the Workplace	E	3	30	0	0	0	0	0	
3	DW	Magellan	Consultancy Project	Z	2	0	20	0	0	0	0	
3	DW	Magellan	Master Thesis	Z	10	0	30	0	0	0	0	
3	DW	Magellan	Language for Business (Spanish, French, Italian, German)	Z	3	0	30	0	0	0	0	
				30	120	80	0	0	0	0	0	200
Semestr 4												
4	DW	Magellan	Internship	Z	10	0	15	0	0	0	0	
4	DW	Magellan	Master Thesis	Z	10	0	30	0	0	0	0	
4	DW	Magellan	Language for business (Spanish, French, German)	Z	3	0	30	0	0	0	0	
4	KR	Magellan	Module: Intercultural Consumer and Companies management strategies	Z	7	60	0	0	0	0	0	
				30	60	75	0	0	0	0	0	135

Module: Intercultural Consumer and Companies management strategies

International Consumer Behaviour	Z	1	15
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Integrated Marketing Comunication	Z	2	15
International Brand Management	Z	2	15
Interculture Relationship Marketing	Z	2	15