



University
of Bielsko-Biala

Economic and social sciences
Management

(Faculty of Management and Transport, Faculty of Mechanical Engineering and Computer Science)

NO.	Course Title	Study Level	ECTS	Semester	Faculty	Course requirements	Language
1	Fundamentals of tourism	BA/MA	3	W or S	Faculty of Management and Transport	Presentation and attendance	English
2	Marketing	BA/MA	3	W or S	Faculty of Management and Transport	Presentation and attendance	English
3	International marketing	BA/MA	3	W or S	Faculty of Management and Transport	Presentation and attendance	English
4	Tourism marketing	BA/MA	3	W or S	Faculty of Management and Transport	Presentation and attendance	English
5	Service and trade marketing	BA/MA	3	W or S	Faculty of Management and Transport	Presentation and attendance	English
6	Logistic management in the company	BA/MA	4	W	Faculty of Management and Transport	Presentation	English
7	Distribution management	BA/MA	2	S	Faculty of Management and Transport	Presentation	English
8	Small business	BA	4	S	Faculty of Management and Transport	Exam and presentation	English
9	Economics	BA/BSc	4	W	Faculty of Management and Transport	Exam and presentation	English
10	Fundamentals of corporate finance	BA/MA	4	W/S	Faculty of Management and Transport	Attendance /Individual presentation/ paperwork	English

11	Human resources management	BA	4	S	Faculty of Management and Transport	Exam	English
12	Quality management	BA	5	W	Faculty of Management and Transport	Seminar paper	English
13	Project management	BA	4	W/S	Faculty of Management and Transport	Seminar paper and attendance	English
14	Introduction to foreign exchange market	BA/MA		S	Faculty of Management and Transport	Attendance and individual presentation/ paperwork	English
15	Entrepreneurship	BA/MA	3	W or S	Faculty of Management and Transport	Presentation, attendance	English
16	Ethics in management	MA	2	W	Faculty of Management and Transport	Attendance/individual and group work	English
17	Organisational Analysis	BA/MA		W or S	Faculty of Management and Transport	Presentation/attendance/projects	English
18	The enterprise management in the conditions of European Integration	BA/MA	3	W or S	Faculty of Management and Transport	Presentation/attendance	English
19	The enterprise management within the area of antitrust supervision	BA/MA	3	W or S	Faculty of Management and Transport	Presentation/attendance	English
20	Fundamentals of Entrepreneurship	BA/MA	3	W or S	Faculty of Management and Transport	Presentation and attendance	English
21	HR Business Partnering	BA/MA	3	W or S	Faculty of Management and Transport	Attendance, individual and group work	English
22	Coaching and mentoring	BA/MA	3	W or S	Faculty of Management and Transport	Attendance, individual and group work	English
23	Agile Project Management	BA/MA	3	W or S	Faculty of Management and Transport	Attendance, individual and group work	English
24	Interpersonal communication and effective team work	BA/MA	3	W or S	Faculty of Management and Transport	Attendance, individual and group work	English
25	Basics of Marketing Management	BA/MA	3	W or S	Faculty of Management and Transport	Presentation and attendance	English

26	Business Model Innovation	BA/MA	3	W or S	Faculty of Management and Transport	Presentation and attendance	English
27	Global Marketing Research	BA/MA	3	W or S	Faculty of Management and Transport	Presentation and attendance	English
28	Brand management	BA/MA	2	W	Faculty of Management and Transport	Presentation and attendance	English
29	Introduction to marketing	BA/MA	3	W or S	Faculty of Management and Transport	Presentation	English
30	Professional Ethics and Corporate Responsibility	BA/MA	3	W	Faculty of Management and Transport	Final project for 15 pages	English
31	Game Theory and Its Applications	BA/MA	4	W or S	Faculty of Management and Transport	Presentation, homework, attendance	English
32	Designing of quality management systems in a company	BA/MA	4	W/S	Faculty of Management and Transport	Presentation	English
33	Improvement of quality management systems in a company	BA/MA	4	W/S	Faculty of Management and Transport	Presentation	English
34	Introduction to quality management in a company	BA/MA	4	W/S	Faculty of Management and Transport	Presentation	English
35	Marketing Planning Essentials	BA/MA	3	W or S	Faculty of Management and Transport	Presentation and attendance	English
36	Open Innovation in Business Management	BA/MA	3	W or S	Faculty of Management and Transport	Presentation and attendance	English