

studia stacjonarne I stopnia, kierunek: Bachelor and Business Administration

Department	Institute	name of the supervisor	the maximum number of people that a supervisor can accept for a seminar in a field of study	seminar topic	admission policy
Department of International Economics	Institute of International Business and Economics	dr Łukasz Bryl	10	Integrating ESG into Corporate Reporting: Benefits, metrics, methodologies, and strategies for Success	Contact the supervisor by email or in person for permission to enroll in the seminar
Edukacji i Rozwoju Kadr	Ekonomiczno-Społeczny	dr Joanna Furmańczyk	8	Różnorodność we współczesnych organizacjach. Tematem tego seminarium jest różnorodność we współczesnych organizacjach. Różnorodność oznacza, że w tej samej organizacji pracują ludzie o różnym pochodzeniu, wykształceniu, płci, wieku, narodowości i kulturze. Diversity in the contemporary organisations. The subject matter of that seminar is diversity in contemporary organisations. The diversity means to have people of varying backgrounds, education, sex, age, nationality and culture all working in the same organisation.	Zainteresowanie tematyką różnorodności w organizacji oraz kontakt mailowy lub osobisty z promotorem w celu uzyskania zgody na zapisanie się na seminarium. Interest in the topic of diversity in the organization and e-mail or personal contact with the supervisor in order to obtain consent to register for the seminar. joanna.furmanczyk@ue.poznan.pl
Department of Logistics	Institute of International Business and Economics	dr Szymon Grabański	2	Innovations in logistics. Transport and warehousing technologies.	Email or personal contact to get the permission to attend the seminar
Department of International Marketing	Institute of International Business and Economics	dr Aleksandra Hauke-Lopes	6	International marketing - cultural differences, challenges and strategies	The order of submissions is decisive. Email or personal contact with the promoter in order to obtain consent to sign up for the seminar
Department of Macroeconomics and Development Studies	Institute of Economics	dr hab. Baha Kalinowska-Sufinowicz, PUEB professor	5	Macroeconomics and the labour market in the perspective of economic discrimination, social inequality, gender, and youth	E-mail or personal contact with the supervisor in order to obtain permission to enroll in the seminar
Department of International Marketing	Institute of International Business and Economics	dr Łukasz Małyś	12	International marketing with particular emphasis on marketing strategies on the B2B and B2C market, operational marketing activities, relationship marketing and corporate social responsibility.	E-mail or personal contact with the supervisor in order to obtain permission to sign up for the seminar

Department of International Competitiveness	Institute of International Business and Economics	dr Anna Matysek-Jędrych, PUEB professor	12	Functioning of companies, sectors and countries on the global market - strategy, policy, and development drivers	Contact the supervisor by email or in person for permission to enroll in the seminar
Department of International Finance	Institute of International Business and Economics	dr Paweł Niszczoła	12	Behavioral economics and the application of large language models (GPT, ChatGPT) in economics and management. More details on: https://hai.ue.poznan.pl/Seminar.pdf	Short meeting on Teams, confirming interest in relevant topics.
Department of International Finance	Institute of International Business and Economics	dr hab. Konrad Sobański, PUEB professor	24	Contemporary Issues in International Finance: [1] Fintech companies, blockchain technology, and cryptocurrencies. [2] Economic consequences of the COVID-19 crisis. [3] International financial and currency markets. International investment. [4] International capital flows, balance of payments, exchange rates. [5] International corporate finance. Corporations in international financial markets.	Contact the supervisor by email or in person for permission to enroll in the seminar. Order of applications (first apply, first accepted)
Katedra jakości Produktów Przemysłowych i Opakowań	Instytut Nauk o Jakości	dr inż. Joanna Witczak	2	Business sustainability, marketing and innovation management	Contact the supervisor by email or in person for permission to enroll in the seminar
Department of International Economics	Institute of International Business and Economics	dr hab. Piotr Zmyślony, PUEB professor	12	Night-time economy, urban tourism, event management	Contact the supervisor by email or in person for permission to enroll in the seminar