

studia stacjonarne II stopnia, kierunek: Master in International Business

Katedra	Instytut	imię i nazwisko promotora	maksymalna liczba osób, które dany promotor może przyjąć na seminarium na tym kierunku studiów	temat seminarium - maksymalnie 300 znaków (ze spacjami)	zasady przyjęć
Department of International Management	Institute of International Business and Economics	prof. dr hab. Małgorzata Bartosik-Purgat	12	Cultural Aspects of International Business (e.g. cross-cultural communication, cross-cultural marketing communication, cross-cultural consumer behaviour)	Email or personal contact to get the permission to attend the seminar, all students who are interested in the topic of the seminar
International Marketing	Institute of International Business and Economics	dr hab. Bartosz Deszczyński, prof. UEP	4	Relationship marketing in international business; Customer Relationship management (CRM); marketing communication facilitated by CRM tools; social media communication; PR campaigns; managing relationships with employees; implementing CRM systems	Early contact to discuss mutual potential of cooperation
Department of International Competitiveness	Institute of International Business and Economics	prof. dr hab. Aleksandra Gawel	6	International entrepreneurship; start-up companies; venture capital funds and financial support for start-up companies; family business; female entrepreneurship; business simulation games; gamification; edutainment	Email or personal contact to get the permission to attend the seminar, order of applications
Department of International Competitiveness	Institute of International Business and Economics	prof. dr hab. Marian Gorynia	12	Strategy and international competition	Email or personal contact to get the permission to attend the seminar
Department of International Management	Institute of International Business and Economics	dr hab. Alicja Hadryś, prof. UEP	5	International Human Resources Management & Leadership in international business	Email or personal contact to get the permission to attend the seminar, order of applications, interview
Department of International Competitiveness	Institute of International Business and Economics	prof. dr hab. Barbara Jankowska	12	International Competitiveness and internationalisation of firms and industries	Email or personal contact to get the permission to attend the seminar
Department of European Studies	Institute of International Business and Economics	dr hab. Ida Musiałkowska, prof. UEP	12	The seminar comprises the following aspects such as economic aspects of European integration, including climate and digital transition; financing of development processes in a given region/ country/enterprise; challenges of the development processes of Latin American economics; health policy and biotech companies development	Email contact with supervisor in order to obtain confirmation of seminar enrollment

Department of European Studies	Institute of International Business and Economics	dr hab. Katarzyna Nawrot, prof. UEP	12	international economics; economic integration and cooperation; international development, issues related to developing countries	Interest in the topic of the seminar; e-mail or personal contact with the supervisor in order to obtain permission to sign up for the seminar
International marketing	Institute of International Business and Economics	dr hab. Milena Ratajczak-Mrozek, prof. UEP	12	International Marketing	Interest in the subject and research of marketing, email or personal contact to get the permission to attend the seminar
International Finance Department	Institute of International Business and Economics	dr hab. Konrad Sobański, prof. UEP	24	Contemporary Issues in International Finance: Fintech companies, blockchain technology, and cryptocurrencies. Economic consequences of the COVID-19 crisis. International financial and currency markets. International investment. International capital flows, balance of payments, exchange rates. International corporate finance. Corporations in international financial markets	Email or personal contact to get the permission to attend the seminar, order of applications (first apply, first accepted)