POZNAŃ UNIVERSITY OF ECONOMICS AND BUSINESS

Bachelor in Business Administration- Bachelor programme

Autumn semester 2026/2027

I year	Course code	Course name	Contact hours	ECTS
1.	BBA-1-I	Academic discourse and study skills	30	3,0
2.	BBA-1-I	Computer information system in business	15	1,0
3.	BBA-1-I	Fundamentals of finance*	15+30	5,0
4.	BBA-1-I	Fundamentals of law	30	3,0
5.	BBA-1-I	Fundamentals of management*	15+30	5,0
6.	BBA-1-I	Mathematics*	30+30	7,0
7.	BBA-1-I	Microeconomics*	30+30	6,0

II year	Course code	Course name	Contact hours	ECTS
1.	BBA-2-I	Cultural diversity*	30+30	5,0
2.	BBA-2-I	Digital marketing in international marketplace*	15+30	4,0
3.	BBA-2-I	Foreign market entry and growth	30	2,0
5.	BBA-2-I	International economic relations*	30+30	5,0
6.	BBA-2-I	Managerial accounting*	15+30	6,0

III year	Course code	Course name	Contact hours	ECTS
1.	BBA-3-I	Applied quantitative methods (with R)*	30+30	5,0
2.	BBA-3-I	International trade - advanced course	30	3,0

* courses composed of two parts classes and lectures

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Finance – Bachelor programme

Autumn semester 2026/2027

I year	Course code	Course name	Contact hours	ECTS
1.	F-1-I	Financial instruments and markets	30	5,0
2.	F-1-I	Fundamentals of law	30	3,0
3.	F-1-I	Management	30	3,0
4.	F-1-I	Mathematics*	30+30	6,0
5.	F-1-I	Microeconomics*	30+30	6,0
6.	F-1-I	Principles of accounting	30	4,0
7.	F-1-I	Philosophy with elements of logic	30	4,0

II year	Course code	Course name	Contact hours	ECTS
1.	F-2-I	Banking*	30+30	6,0
2.	F-2-I	Fundamentals of insurance*	30+15	5,0
3.	F-2-I	Statistics*	30+30	6,0

III year	Course code	Course name	Contact hours	ECTS
1.	F-3-I	Alternative investments	30	4,0
2.	F-3-I	Banking systems	30	3,0
3.	F-3-I	Legal environment of business	30	3,0
4.	F-3-I	Investment funds	30	3,0
5.	F-3-I	Monetary and fiscal policy	30	3,0
6.	F-3-I	Valuation of financial instruments*	30+30	5,0

* courses composed of two parts classes and lectures

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Innovation Management – Master programme

Autumn semester 2026/2027

I year	Course code	Course name	Contact hours	ECTS
1.	IM-1-II	Behavioural economics*	15+30	5,0
2.	IM-1-II	Creativity in management	30	3,0
3.	IM-1-II	Knowledge based economy*	15+15	3,0
4.	IM-1-II	Management theories*	30+15	4,0
5.	IM-1-II	Marketing*	30+15	4,0
6.	IM-1-II	Principles of entrepreneurship*	30+15	4,0
7.	IM-1-II	Qualitative methods in market analysis*	15+15	3,0
8.	IM-1-II	Strategic planning*	30+30	4,0

II year	Course code	Course name	Contact hours	ECTS
1.	IM-2-II	Business Intelligence	30	3,0
2.	IM-2-II	E-marketing*	15+15	3,0
3.	IM-2-II	Ethics*	15+15	3,0
4.	IM-2-II	Innovative brand management	30	3,0
5.	IM-2-II	Merchandising*	15+15	3,0
6.	IM-2-II	Multimedia applications in business	30	3,0
7.	IM-2-II	ShopLab research*	15+30	4,0

* courses composed of two parts classes and lectures

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