

**Seminar offer  
2022/2023  
Bachelor Studies  
International Business**

<b>Supervisor</b>	<b>Seminar topics</b>	<b>Full-time studies</b>	<b>Part-time studies</b>
<b>dr hab. Bobowski Sebastian</b>	<ol style="list-style-type: none"> <li>1. Regional integration processes.</li> <li>2. International trade flows.</li> <li>3. International investment flows.</li> <li>4. International labor flows.</li> <li>5. Trade regionalism in various parts of the world .</li> <li>6. Regional financial cooperation in various parts of the world.</li> <li>7. Competitiveness and innovation of enterprises, economies and regions.</li> <li>8. Cluster structures in international business.</li> <li>9. Multilateralism, mega-regionalism, bilateralism in international trade.</li> <li>10. Global and regional value / supply chains.</li> <li>11. Globalization in the economic dimension - determinants, consequences.</li> <li>12. Global governance</li> <li>13. Economic and financial crises in the contemporary world economy.</li> </ol>	15	0
<b>prof. dr hab. Drelich-Skulska Bogusława</b>	<ol style="list-style-type: none"> <li>1. Economic cooperation of Poland with European Union, Japan, China and ASEAN countries.</li> <li>2. Global value chain in Europe and Asia - Pacific region.</li> <li>3. TNC's on the Polish market in selected industries.</li> <li>4. Cybersecurity in selected countries and sectors of the economy.</li> <li>5. Challenges in International Business in the COVID-19 Era.</li> <li>6. The topic of the diploma thesis proposed by the student in the area of international economics.</li> <li>7. The importance of foreign investments in the development of the region on the example of Lower Silesia (selected branches).</li> </ol>	15	0
<b>dr hab. Klimek Artur</b>	<ol style="list-style-type: none"> <li>1. Multinational enterprises.</li> <li>2. Global value chains.</li> <li>3. Foreign direct investment.</li> <li>4. Internationalization process of firm.</li> <li>5. Strategies of international firms.</li> <li>6. Emerging and transition economies in international business.</li> <li>7. International financial markets.</li> <li>8. Foreign exchange.</li> <li>9. International trade.</li> <li>1. Trade policy.</li> </ol>	15	0
<b>dr Kuźmińska-Haberla Aleksandra</b>	<ol style="list-style-type: none"> <li>1. International marketing.</li> <li>2. Cultural aspects of international marketing.</li> <li>3. Promotion of a country.</li> <li>4. National branding.</li> <li>5. New media on international markets.</li> <li>1. Intercultural marketing communication.</li> </ol>	5	0
<b>dr hab. Miszczak</b>	<ol style="list-style-type: none"> <li>1. Smart development (smart specializations, smart</li> </ol>	15	0

<b>Katarzyna</b>	<p>cities).</p> <ol style="list-style-type: none"> <li>2. Strategic partnerships (creative alliances, social networks, collaborative clusters).</li> <li>3. Creative economy.</li> <li>4. Dynamics, complexity and causality between innovation and economic growth; Social Innovations in enterprises, cities, regions.</li> <li>5. Innovative international economy (big data, knowledge, ICT, information society, e-development).</li> <li>6. Entrepreneurship and sustainability.</li> <li>7. Megatrends shaping contemporary socio-economic space.</li> <li>8. Resilient learning communities in times of crisis.</li> <li>9. Strategic Policy Intelligence tools in innovative management.</li> <li>10. Global challenges and opportunities for business</li> </ol>		
<b>dr Myszkowska Magdalena</b>	<ol style="list-style-type: none"> <li>1. Methods of Payments in International Trade.</li> <li>2. Innovations in Cross-Border Payments.</li> <li>3. International Trade Finance.</li> <li>4. Changing Landscape of Global Services Trade.</li> <li>5. Trade in Digitally-Enabled Services.</li> <li>6. European Single Market for Services.</li> <li>7. Business Services Sector in Central and Eastern Europe.</li> <li>8. Megatrends/Transformational Shifts in Global Economy (climate crisis, technological breakthrough, shifting economic power, demographic changes, China).</li> <li>9. Current Form of Economic Globalization.</li> <li>10. Regional Trade Agreements and Multilateral Trading System</li> </ol>	15	0
<b>dr hab. Nowotarski Bartłomiej</b>	<ol style="list-style-type: none"> <li>1. Contemporary dictatorships: types of regimes; electoral dictatorship.</li> <li>2. Economy of contemporary dictatorship.</li> <li>3. Why the constitutional patriotism?</li> <li>4. The clash of civilizations.</li> <li>5. Evolutionary theory of social development.</li> <li>6. The wave of democratic backsliding since 1994;</li> <li>7. Contemporary democracy.</li> <li>8. How democracies die?</li> <li>9. Two models of erosion (backsliding) of democracies.</li> <li>10. Fake democracies.</li> <li>11. Inclusive versus exclusive institutions.</li> </ol>	10	0
<b>dr Olipra Łukasz</b>	<ol style="list-style-type: none"> <li>1. Logistics, logistic management, supply chain management.</li> <li>2. Transport, forwarding, warehousing.</li> <li>3. Sales and distribution logistics.</li> <li>4. International air transport market.</li> <li>5. Economics of airlines and airports.</li> <li>6. The impact of air transport on the economy at global, national and regional level.</li> <li>7. International tourism.</li> <li>8. International comparative economics.</li> <li>1. Economic integration and different policies of the European Union.</li> </ol>	10	0

<b>dr hab. Pięta-Kanurska Małgorzata</b>	<ol style="list-style-type: none"><li>1. Business strategy for sustainable development.</li><li>2. Corporate social responsibility and environmental management.</li><li>3. Social media in communicating about environmental issues in.</li><li>4. Circular economy.</li><li>5. Renewable energy in business.</li><li>6. Eco-innovation in business</li></ol>	15	0
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