

**Seminar offer  
2023/2024  
SECOND CYCLE  
International Business**

<b>Promotor</b>	<b>Tematyka seminarium</b>	<b>Studia stacjonarne /oferta/</b>	<b>Studia niestacjonarne /oferta/</b>
dr Aleksandra Kuźmińska-Haberla	<ol style="list-style-type: none"> <li>1. Cultural aspects of international business.</li> <li>2. Managing an intercultural team.</li> <li>3. Building intercultural competence.</li> <li>4. Intercultural marketing communication.</li> <li>5. Foreign direct investments.</li> <li>6. Promotion of direct foreign investments.</li> <li>7. Promotion of the country in the international arena/brand of a country.</li> <li>8. Startups.</li> </ol>	Tak	-
dr hab. Artur Klimek	<ol style="list-style-type: none"> <li>1. Multinational enterprises.</li> <li>2. Global valuechains.</li> <li>3. Foreigndirect investment.</li> <li>4. Internationalizationprocess of firm.</li> <li>5. Strategies of internationalfirms.</li> <li>6. Emerging and transitioneconomies in international business.</li> <li>7. International financialmarkets.</li> <li>8. Foreign exchange.</li> <li>9. International trade.</li> <li>10. Trade policy.</li> </ol>	Tak	-
dr hab. Katarzyna Miszczak	<ol style="list-style-type: none"> <li>1. Smart development (smart specializations, smart cities)</li> <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, e-business)</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>	Tak	-

dr Łukasz Olipra	<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>9. Economic integration and different policies of the European Union.</li> </ol>	Tak	-
dr hab. Sebastian Bobowski	<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. Regional financial cooperation in various parts of the world.</li> <li>6. Competitiveness and innovation of enterprises, economies and regions.</li> <li>7. Cluster structures in international business.</li> <li>8. Multilateralism, mega-regionalism, bilateralism in international trade.</li> <li>9. Global and regional value / supply chains.</li> <li>10. Economic and financial crises in the contemporary world economy.</li> </ol>	Tak	-

<p>dr hab. Wawrzyniec Michalczyk</p>	<ol style="list-style-type: none"> <li>1. Organisation, techniques and documentation of foreign trade; the contract in international trade; settlements, transport and insurance in foreign trade.</li> <li>2. International marketing, foreign markets research; international e-commerce, international trade platforms (AliExpress etc.).</li> <li>3. International trade from the macroeconomics' perspective; trade policy; customs and their procedures; international capital flows, foreign investments; promotion of foreign trade and direct investment.</li> <li>4. World foreign exchange market, forex instruments, dependencies between the exchange rate and other variables; exchange rate risk and methods of protection against it.</li> <li>5. World and regional monetary order and its evolution; national, regional and global currency policy, its components and place in the economic policy; international financial security, international financial institutions.</li> <li>6. The currency system of the European Union; monetary integration in the euro area, functioning and future of the euro area; processes of economic integration.</li> <li>7. Currency crises; global financial and economic crisis; financial and economic processes during the pandemic.</li> <li>8. International money – theory and practice; cryptofinance; virtual currencies; cryptocurrencies (foundations, fulfilling the functions of money, dissemination, applications, ICO, NFT, CBDC), functioning and development of the global cryptocurrency market (exchange rates, crypto exchanges).</li> <li>9. Startups and their financing; venture capital, business angels; crowdfunding, crowdsourcing, crowdfinancing</li> <li>10. Economics of computer games (including MMORPGs); mechanisms of the global games' market and its social dimension: computer, board, card, role-playing, gambling games etc.; computer games' distribution platforms; global entertainment industry.</li> </ol>	<p>Tak</p>	<p>-</p>
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dr Wiktor Szydło	<ol style="list-style-type: none"> <li>1. Social and economic aspects of sustainable development (the case of Millennium Development Goals and Agenda 2030),</li> <li>2. Global imbalances (first decade of the 21st century) and the European debt crisis (second decade of the 21st century),</li> <li>3. Global financial crisis of 2007-2010+ in institutional and historical perspective,</li> <li>4. The problems of poverty and inequality,</li> <li>5. Bubbles and crises in selected markets (e.g. housing market) in the 21st century in institutional and historical perspective,</li> <li>6. Global food crisis of 2006-2008 and 2021-2022+,</li> <li>7. Selected aspects of commodity markets in institutional and historical perspective,</li> <li>8. Selected aspects of socio-economic transformation and development of various Central and East European countries (e.g. Poland, the Czech Republic, Slovakia, Ukraine), developed countries (e.g. Japan, the USA) and developing countries (Argentina, Brazil, India, China) in institutional and historical perspective.</li> </ol>	Tak	-
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