

Seminar offer
2020/2021
Master Studies
International Business

Supervisor	Seminar topics	Full-time studies	Part-time studies
dr hab. Sebastian Bobowski, prof. UEW	<ol style="list-style-type: none"> 1. Regional integration processes. 2. International trade flows. 3. International investment flows. 4. International labor flows. 5. Trade regionalism in various parts of the world. 6. Regional financial cooperation in various parts of the world. 7. Competitiveness and innovation of enterprises, economies, regions. 8. Cluster structures in international business. 9. Multilateralism, mega-regionalism, bilateralism in international trade. 10. Globalization in the economic dimension - determinants, consequences. 	10	0
prof. dr hab. Bogusława Drelich-Skulska	<ol style="list-style-type: none"> 1. Marketing Strategy of TNC's in Poland or on Asian Markets. 2. The internationalisation process of small and medium enterprises. 3. Virtual enterprises in global economy. 4. International logistics. 5. Migrations in International Business. 6. Regionalisation in Asia - Pacific region and in Africa. 7. Global Implications of the Crisis - economic, social, political, environmental. 8. The Role of Government in Asian Countries. 9. Regional Production Networks i.e. Asian Markets, African Markets. 	10	0
dr hab. Artur Klimek, prof. UEW	<ol style="list-style-type: none"> 1. Multinational enterprises. 2. Foreign direct investment. 3. Internationalization process of firm. 4. Organization of international firms. 5. International competitiveness. 6. Emerging and transition economies in international business. 7. International corporate finance. 8. Foreign exchange. 9. Trade policy. 10. International trade. 	10	0
dr Aleksandra Kuźmińska-Haberla	<ol style="list-style-type: none"> 1. International marketing. 2. Cultural aspects of international business. 3. Intercultural communication. 4. Intercultural marketing communication. 5. Foreign direct investments. 	5	0
dr hab. Wawrzyniec Michalczyk, prof. UEW	<ol style="list-style-type: none"> 1. Organisation and techniques of foreign trade, contract in international trade; documentation of international trade, payments, transport and insurance in foreign trade. 2. International marketing, foreign markets research, international trade platforms (AliExpress etc.). 3. International trade from the macroeconomics' perspective, trade policy, customs and its procedures, promotion of foreign trade and direct investment. 4. International capital flows, foreign investment. 5. Exchange rate risk and methods of protection against it, dependencies between exchange rate and other variables, world foreign exchange market, foreign exchange instruments. 	10	0

	<ol style="list-style-type: none"> 6. 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. 7. International money – theory and practice, virtual money and cryptocurrencies (bitcoin, ether, litecoin etc.), functioning and development of global cryptocurrency market. 8. EU's currency system; functioning and future of the euro zone, monetary integration in the euro zone, processes of economic integration. 9. Global financial-economic crisis; its implications for Polish economy. 10. Economy of computer games (including MMORPG), mechanisms of global games' market and its social dimensions: computer, board, card, role-playing, gambling. 		
dr hab. Katarzyna Miszczak, prof. UEW	<ol style="list-style-type: none"> 1. Innovative international economy. 2. Knowledge based economy, creative sector and network society. 3. E-development and smart specializations as drivers of modern economy. 4. Spatial economy, public administration, spatial policy, spatial planning. 5. Dynamics, complexity and causality between innovation and economic growth. 6. The role of culture and social environment on organizational innovation. 7. Strategic Policy Intelligence tools in innovative management. 8. Creative alliances & Social networks & Collaborative creativity. 9. New trends in geopolitics in the XXI century. 10. Entrepreneurship and sustainability issues. 	10	0
dr Łukasz Olipra	<ol style="list-style-type: none"> 1. International air transport market. 2. Economics of airlines and airports. 3. The impact of air transport on the regional economy. 4. Transport, forwarding, logistics (domestic and international). 5. Logistic management, supply chain management, warehousing. 6. Sales and distribution logistics. 7. International comparative economics. 8. Competition policy of the European Union. 9. Economic integration and different aspects of the European Union functioning. 	5	0
dr hab. Ewa Pancer-Cybulska, prof. UEW	<ol style="list-style-type: none"> 1. European integration. 2. The internal market of the European Union. 3. European Union policies. 4. Economic policy. 5. International coordination of the economy. 6. Regional and local development. 7. Development strategy and financing methods. 8. National and international labor market. 	10	0
dr hab. Małgorzata Pięta-Kanurska, prof. UEW	<ol style="list-style-type: none"> 1. Creative Industries & Metropolises. 2. Startups in the Creative&Digital Economy. 3. Smart Cities & Big Dates. 4. Management of the Cities. 5. City Logistic. 6. Quality of Life in the Cities. 7. Gentrification and Urban Regeneration. 8. Wicked Problems & Decision Taking. 9. Non-profit Institutions in a Variety of Countries. 10. Design Thinking. 	10	0