

# INTERNATIONAL BUSINESS MANAGEMENT

Vincent Pol University in Lublin

*First-cycle studies (Bachelor of Arts)*



**International Business Management is the art of professional functioning in a complex and competitive international environment. The growth of world trade and technological progress as well as global capital flow across national boundaries add to the competitive pressures on companies. The programme prepares students to understand and face those challenges.**

**Our 3-year BA Business Management programme** is aimed at educating and training international business professionals working successfully in any country or culture and combining one's knowledge of business processes with interpersonal relations with partners from diverse cultures. The hands-on and case-based teaching approach provides each graduate with a comprehensive knowledge of business and economics, including the fields of marketing, sales, finance, quality, and management.

The Business Management Programme includes classes and lectures taught by experienced and highly qualified teaching staff, including both respected academic teachers as well as professional trainers and experienced business practitioners and managers. Students are educated and trained both by attending theoretical classes and by participating in practical training events, group projects integrating different management skills, case studies, and business simulation activities.

## **PLACEMENT**

The BA programme includes placements with successful and innovative companies, integrated throughout the programme. It is an opportunity to verify one's performance under the supervision of highly-qualified business practitioners, to confront one's knowledge and skills with real-life business challenges, and to acquire first contacts in the professional world of business.

## **CAREERS**

The graduates are trained as highly independent and well-qualified professionals familiar both with the nature of international business activities on a global scale as well as the realities, environment and best practices of small and medium-sized businesses in local markets.

## **KEY FACTS**

Duration:	3 years (6 semesters)
The mode of studies:	full-time studies
Language of instruction:	English ( TOEFL, IELTS 5.5, FCE B2). Students who have not passed any of the exams yet, may take English preparatory classes at VPU.
Credits:	180 ECTS
Requirements:	High School Diploma (legalized copy in English or Polish,adjusted apostille) which entitles its holder to apply to higher education institutions.
Fees:	200 Euro administration fee, 1800 Euro per semester

# MODULES OVERVIEW

Programmes in English

## BA International Business Management

Year 1	Year 2
Business law and Intellectual property rights Sociology IT Rules for writing reports and public speaking Professional language Physical Education Foreign Language Introduction to management Introduction to international economic relations Accounting Economic analysis Coaching and business skills Microeconomics Transport, ICT and logistics Management models and theories Global problems Management and international business	Psychology Mathematics and statistics Macroeconomics Information system in management Fundamentals of finance and insurance Economic policy and state aid Tax strategies Controlling Strategic management Managerial accounting Social media Sustainable development Business in hospitality E-business Corporate culture, world culture International logistics and trade International marketing and research
Year 3	
Fundamentals of banking and financial services Marketing Events organisation and management Human resources management Sales management Quality management Project budgeting Process optimisation and reengineering	Change management Business in tourism Real estate management Start-up management and entrepreneurship Intercultural communication Public diplomacy and PR International markets and finance BA Seminar

## INFORMATION + ADMISSION CONTACT

### Vincent Pol University in Lublin

(VPU Lublin)

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20-816 Lublin, Poland

→ easy online application

→ application deadline September 15th

→ studies entirely in English

→ affordable fees

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