

Module: Business – Economics – Digital Business

SEM. IV.

BASICS OF BUSINESS

As part of the **Basics of Business** module, the student will gain knowledge and practical skills in business functioning in the modern economy. This module is intended primarily (but not exclusively) for students who plan to manage their own company or a small or medium-sized enterprise, actively using the opportunities offered by the modern Internet. During the education process, students become familiar with starting and simulation running a chosen form of business; they will acquire skills enabling them to gain a competitive advantage using internet tools, mainly social media. Knowledge gained by students will provide adequate support for skills to run a successful business.

The **Basics of Business** module is the first of three stages of education, constituting a coherent path to develop management skills and creative thinking in modern business. We invite students to two more modules: **Business Economics**, where already acquired knowledge will be supplemented with expert content, and the Digital Business module, where students will develop practical creation skills and the company of future management skills – taking advantage of the opportunities offered by virtual reality.

SEM. V

BUSINESS ECONOMICS

Luck and intuition are not enough to succeed in business. Knowledge is also needed, and skills allow you to create a successful business project and actively participate in the labour market, not only on the employer's side but also on the employee's side. During classes carried out as part of the **Business Economics** module, students will learn:

- issues related to the operation of the enterprise in its economic environment,
- principles of managing the enterprise's financial resources,
- criteria and methods of economic and financial analysis of the enterprise,
- sources of financing business activities,
- methods of taxation of enterprises,
- basics of managing employee teams.

The arrangement of subjects and content constitutes a coherent whole comprising critical areas of business functioning.

Within the module, the emphasis will be put on acquiring not only knowledge by students, but also skills in running a business, for this reason classes will be primarily interactive and workshop in nature.

SEM. VI.

DIGITAL BUSINESS

The topics of classes conducted as part of the **Digital Business** module focus on issues related to the use of the opportunities offered by the Internet in business activities. Constant, dynamic development of online tools is a source of inspiration for creative people looking for opportunities to achieve business success. The multitude of applications, the ease of their creation, and their widespread availability allow entrepreneurs to extend their offer beyond the local market, search for new customers, and build global brand awareness. According to experts in E-commerce Europe, Poland has one of the fastest-growing e-commerce markets in the European Union. Effective combination of methods of running a traditional business with online channels is, for modern entrepreneurs, a challenge that every graduate of the Digital Business module will undoubtedly face.

When you choose **the Digital Business** module, we will teach you how to use online tools and show you solutions to help you succeed in running your business. Using social media, you will efficiently build the brand's image and run marketing campaigns or support sales processes. You will learn how to create store websites that meet UX requirements. You will learn how to design websites according to UI requirements, where to look, and how to leverage web analytics data to increase user involvement in business activities.

If you have an idea for your Internet business, this module is for you. With us, you will realise your plans.