

GLOBAL BUSINESS, FINANCE AND GOVERNANCE

Bachelor studies

The students will acquire skills enabling them to perform **essential financial and marketing analyses.**



SZKOŁA GŁÓWNA HANDLOWA
W WARSZAWIE
WARSAW SCHOOL OF ECONOMICS

The first-cycle studies in Global Business, Finance and Governance at the Warsaw School of Economics offer the Bachelor's degree program that prepares students for work in international business and finance environment with its unique set of issues and challenges.

The graduates will be aware of the global dynamics of trade and markets shaped by the forces of globalization and appreciate how they affect both individual organizations and entire country-level economies. They will understand the transnational cooperation and marketing demands facing organizations operating internationally. The students will acquire skills enabling them to perform essential financial and marketing analyses as required in business, governmental and non-governmental organizations.

In particular, the program aims to prepare for entry level and junior specialist jobs in financial, sales, logistics and marketing departments of business and non-business organizations including NGO's as well as central and local governmental entities. The program forms the theoretical and methodological basis for further Master's level education.

Specializations:

- Global Development and Governance
- International Business
- International Finance

Bachelor in Global Business, Finance and Governance is a 3-year programme providing 180 ECTS points.

CORE COURSES:

International Economics
Philosophy or Sociology
Finance
Economic Geography or Economic History
European Integration or Theory of State
Macroeconomics
Mathematics
Microeconomics
Basics of Law
Economic and Social Policy

Accounting
Statistics
Introduction to Business Information Systems
Management
Marketing

MAJOR COURSES:

International Finance
Global Marketing
International Trade Law
Dimensions of Competitiveness
Internationalization of the firm
Multinational Firms in the World Economy
Capital Market
Sustainable Development
Business Cycle Analysis and Foreign Market Research
Negotiation Techniques
International Project Management

SPECIALIZATION COURSES:

A. Global Development and Governance

Public international law; Financial policy of the EU; Multilateral institutional cooperation; Consulting project for private and public sector.

B. International Business

Managerial corporate finance; Auditing and controlling in international corporations; International business transactions and logistics operations; Business project.

C. International Finance

Managerial corporate finance; Managerial corporate finance – workshop; Auditing and controlling in international corporations; Corporate financial analysis; Financial consulting project.



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