

SUBJECTS FOR ERASMUS+ MOBILITY AT KATOWICE BUSINESS UNIVERSITY 2024/25

No	CODE	SUBJECT	ECTS	semester
1	EBTC01	Fundamentals of management	8	Autumn/Winter 2024/25
2	EBTC02	Introduction to business law	6	
3	EBTC03	Fundamentals of marketing	7	
4	EBTC04	Fundamentals of accounting	3	
5	EBTC05	International business ethics	3	
6	EBTC07	Polish language and culture	2	
7	EBT08	Marketing planning and management	3	
8	EBT09	Strategic Entrepreneurship	5	
9	EBT10	Fashion marketing on global market	2	
		ECTS – total	37	(choose min. 30)
12	EBTC11	Marketing research	6	Spring/Summer 2024/25
13	EBTC12	Corporate finance on international market	6	
14	EBTC13	Human resources management in international environment	6	
15	EBTC14	Organizational management in Europe	3	
16	EBTC15	International and global marketing	5	
17	EBT16	International marketing strategies	2	
18	EBT17	Sale strategies modelling	1	
19	EBT18	Sales management in international business	3	
		ECTS – total	32	(choose min. 30)