

## International Business

**Beginning with the academic year 2016/2017, the Faculty of Economics launches a new economic master studies track, International Business - Cross-Cultural Aspects, taught in English.**

### Background

The Faculty of Economics has a rich history of education in English. The development of a program of studies for foreign students, which has been functioning at the Faculty of Economics of UR since 2005, was a response to the demand related to educational needs consulted on a regular basis with foreign partners. The program of study was designed for internationalization of the Faculty of Economics of UR, its popularity and present shape is connected with the joint effort of adapting the program to the needs of foreign partners wishing to educate students at the Faculty of Economics UR. In the analyzed period about 300 students undertook studies at UR mainly from countries such as Spain, Turkey, Italy, Finland, Slovakia, Netherlands, Romania. Students in addition to the program offered at the Faculty of Economics can use all forms of support available at the University of Rzeszow.

Since 2005, the Faculty of Economics of the University of Economics in Poland has been using best practices from European universities, in particular in the UK (University of Huddersfield, University of the Year 2014 in Great Britain, University of Derby, University of Staffordshire). UCLan, University of Central Lancashire - Preston, Coventry University), Abertay Dundee University. A relationship based on close cooperation was established between these universities both by academics and students. Cooperation takes place on scientific, didactic and cultural level as well. Additionally, second year students at UR may take a third year of study in England where after completing the curriculum they receive the title of Bachelor of Arts with Honors. Since 2005, over 200 Faculty students have received a Bachelor of Arts degree with Hons BA (Hons) in the UK (about 20% of them also completed a master's degree).

### Track Description

In the world of decreasing natural resources on the one hand, and increasing rate of occupancy, population density, and expansion of ideas on the other, the notion of culture has come to play greater than ever role and attracted a great deal of attention. As the world becomes political and cultural globalization, people have to bridge the differences in the very same areas to find ways to provide their respective nations with opportunities for sustainable development and prosperity. This could be achieved only if unique economic, social and cultural resources are put to work; only taking advantage of all these diverse resources can become a source of countries advantage. In this way culture becomes a critical economic resource in the game of competitive markets. Being a critical factor and determinant of socio-economic development, when it is either stimulated or inhibited by beliefs and values, a means of development, as in the case of cultural production and culture-related industries, and eventually a critical aspect of management of multinational organizations, culture comes to affect people. Understanding the diverse cultural backgrounds of the contemporary world can potentially have enormous consequences for people personal, national and global levels.

In this sense, IBCCA syllabus provides its students with various courses vital for understanding the role of culture in the contemporary globalizing world:

- Cultural Economics
- Business Cultures
- Business Institutional Environment



- Corporate Social Responsibility
- Quality Management
- International Business Strategy
- International Marketing

However it also provides students with more traditional mainstream economic subjects:

- Econometrics and Economic Forecasting
- Mathematical Economics
- Macroeconomics
- Managerial Economics
- Business Law
- Business Ethics
- History of Economic Thought
- Global Economy
- Capital and Financial Markets
- Human Resource Management

## **A Graduate Profile**

A successful graduate of the IBCCA studies is capable of dealing with both theoretical and practical aspects of international business operations in the common European market and global economy. He/she possesses knowledge and skills to build and advance business in diverse cultural conditions of the contemporary international business environment, being particularly aware of the various cultural contexts that may challenge the prosperity of business operations. In this sense, an IBCCA graduate will be provided with competencies that will enable him/her to take advantage generated by cultural business and economic diversity, and conduct successful analysis of business threats and opportunities to overcome cultural barriers in management and avoid unnecessary risk.

## **Admission rules**

### **Basic information:**

Master studies track, International Business - Cross-Cultural Aspects (IBCCA), is offered only as full-time studies

The programme is open to all international and Polish applicants.

Candidates for studies IBCCA shall be able to submit a document confirming their English language competence at a minimum level of B2 ([List of documents confirming the knowledge of English language](#))

The programme may not start if a sufficient number of students is not accepted (the minimum number of students: 30)

### **Tuition**

8800 PLN (Polish Zloty) for academic year.

## **Application procedure**



The enrolment procedure for the academic year will start in the summer semester (May-July) and winter semester (January-March)

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More information can be found here:

application and admissions procedure for foreigners: [link](#)

application and admissions procedure for Polish citizens: [link](#)

[Zarządzenie nr 32/2017 Rektora Uniwersytetu Rzeszowskiego z dnia 08.05.2017 r. w sprawie: zasad przyjmowania i odbywania studiów przez cudzoziemców w Uniwersytecie Rzeszowskim](#))

## **Contact:**

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## **Courses**