

# **BUSINESS STUDIES AND POLISH AT A GLANCE**

## **Programme**

The programme offers an exciting way of learning about business concepts, theories and models, in a variety of subject areas, as well as getting to grips in an in-depth and comprehensive manner with another country's language, its society, culture and business environment. Over its four years, the third of which is spent studying and working abroad, the course simultaneously broadens and deepens your academic command of business theories and practices and develops your linguistic competence.

## **Polish course content**

In languages which may be taken from scratch, such as Polish, the first two years focus mainly on developing language skills, introducing students to the main trends in the historical and cultural development of East-Central Europe and Poland, and familiarising students with aspects of contemporary Polish society, politics and economy. Special provisions are made for students with prior knowledge of Polish (heritage speakers, near-native speakers or those who have an entrance qualification in Polish). They study academic writing, advanced language structures and Polish-English translation.

## **Residence in Poland**

Business Studies students spend their third year on an approved course in a university or institute in the country of their major language. In the case of Poland, students spend a year at the Cracow University of Economics. They are also required to do a two-month job placement in Poland before entering the final year. Furthermore, all students of Polish are eligible to apply for scholarships to attend summer courses at different Polish universities (including Warsaw, Kraków, Lublin and Cieszyn).

## **Business Studies and Polish course structure**

### **Junior Freshman (First Year)**

Students take the three modules from Business ('Fundamentals of Management and Organisation', 'Quantitative Methods for Business', 'Introduction to Economic Policy'), the designated language/civilization modules in their chosen language, and one further module from the list of optional modules.

Students who specialise in Polish take 'Beginners to Intermediate Polish' or 'Polish for Academic Purposes' (for students with prior knowledge of Polish). Students also study 'Introduction to Central, East European and Russian Area Studies'.

### Senior Freshman (Second Year)

Students broaden their range of business knowledge and study 'Organisational Behaviour', 'Introduction to Marketing Principles', 'Introduction to Accounting', 'Introduction to Finance', 'Introduction to Operations Management', and 'Creative Thinking, Innovation & Entrepreneurial Action'.

Students specialising in Polish continue studying the language and take 'Intermediate to Advanced Polish' or 'Polish for Academic Purposes' (for students with prior knowledge of the language). Students also take 'Polish Area Studies', which focuses on current social, political, cultural and economic issues in Poland.

### Junior Sophister (Third Year)

The Junior Sophister year is spent at a university abroad studying through the language you choose as your major language. Students who choose Polish as their major language spend the year studying at the Cracow University of Economics. The year abroad may entail additional expenses for students but support funding under the European Union's Erasmus scheme offsets this. During your year abroad, you may undertake relevant work experience of six to eight weeks in an approved organisation or institution, or an alternative agreed with the exchange coordinator, such as reflection assignments relating to your year abroad.

### Senior Sophister (Fourth Year)

Students deepen their expertise, studying 'Strategic Management: Theory & Practice' and three other business modules of their choice (e.g. 'International Business & the Global Economy', 'Economic Policy and Business History', 'Financial Reporting and Analysis' or 'Advances in Marketing Theory and Practice').

Students who specialise in Polish continue studying the language (they take the 'Advanced Polish' course) and society ('Contemporary Polish Society').

To integrate the areas of Business and Polish Studies effectively, students research and write a major case study (approx. 10,000 words, written in Polish). This will involve the analysis of a business enterprise based in Poland and will be linked to the mandatory business module 'Strategic Management: Theory and Practice'.