

INTEGRATED BUSINESS STUDIES

3 ECTS (CREDITS)

Purpose of the subject:

To develop entrepreneurial competences through a comprehensive analysis of the business environment and its activities in response to market changes.

Study subject annotation:

The subject provides a comprehensive analysis of key topics essential for the development of entrepreneurial competences. These include business start-up and planning, customer service and marketing, financial management, business development, and strategic decision-making. The course is organized in close cooperation with companies, ensuring that the knowledge imparted is directly applicable to real-world company situations. Students learn the intricacies of starting a business, raising seed capital, selecting a team, developing and marketing products, and promoting sales while managing product costs for long-term profitability and business value. The subject covers assessing business development, considering strategic changes, and even exits from the business. A significant focus is placed on business process modelling and management through the application of advanced information technologies, IT systems and solutions, and the organization and conduct of e-business. The goal is to equip students with knowledge of how businesses are organized, developed, and managed using advanced and innovative technologies, providing the competitive advantage and added value that companies can create for their customers. The subject is taught through student involvement in project activities.

Evaluation form:

Exam