

## **SUBJECTS FOR ERASMUS+/EMW MOBILITY AT KATOWICE BUSINESS UNIVERSITY:**

### **Autumn/Winter 2026/27**

- A1. [Microeconomics](#) - 6 ECTS
- A2. [Introduction to Law](#) - 4 ECTS
- A3. Business Ethics - 5 ECTS
- A4. [Brand management](#) - 2 ECTS
- A5. [Civil Law](#) - 5 ECT
- A6. [Corporate Social Responsibility \(CSR/ESG\)](#) - 3 ECTS
- A7. [Statistics \(mathematical\)](#) - 5 ECTS
- A8. [Strategic management](#) - 5 ECTS
- A9. [Business Negotiations](#) - 5 ECTS
- A10. [Intercultural Communication with Customers](#) - 4 ECTS
- A11. [Influencer marketing](#) - 3 ECTS
- A12. [Benchmarking](#) - 1 ECTS
- A13. [Polish Language and Culture](#) - 0 ECTS
- A14. [English Vocational English Certificate \(VEC\)](#) - 0 ECTS - *with an exam after the semester (the exam is subject to an additional fee).*

**ECTS (total - students choose min. 30 ECTS) - 48 ECTS**

University reserves the right to introduce changes to the list of subjects given above.