

Module: **Business Tendency Surveys and Foreign Market Analysis**

Lecturer: dr Izabela Młynarzewska-Borowiec

Semester: Winter/Summer

Hours: 30

Type: Lecture/classes

Credit: Final papers

ECTS: 6

The aim of the course is to familiarize students with the theory of business cycles and mechanisms determining the business tendency in industry, construction, trade, etc. The purpose is also to familiarize students with the practice of foreign market analysis (methods, phases and tools used in surveys of the particular sectors of economy).

The course teaching content:

- characteristics of business cycles,
- theories of business cycles,
- major methods of business tendency surveys,
- foreign market research in practice: analysis of raw material market, food market, consumer goods market, capital goods market and services market.