



POLISH BANK ASSOCIATION



## Modern Business Management

Theory · Practice · Success

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The Centre of Banking Law and Information, operating at the Polish Bank Association (the banking industry organisation in Poland, associating 39 commercial and 566 cooperative banks), to respond to the growing needs to broaden the economic knowledge of young people has launched the Programme

### "Modern Business Management"

Its aim is to create closer links between academic knowledge and business practice by cooperating with financial and business organisations, universities and other higher education institutions worldwide



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## MISSION OF THE PROGRAMME

- to intensify the flow of information between higher education institutions and financial and business organisations by disseminating practical financial and business knowledge among academics and students
- to support young student entrepreneurs in better understanding of current and forthcoming economic policies and legislation
- to provide start-up support and business solutions for young investors to modernize company management process
- to create greater awareness of economic problems in the societies with the help of students who share their knowledge in their local environments



## HOW DOES IT WORK?

Our aim is to select the most interesting and catchy facts from the banking and financial organisations' websites and place them in our Newsletter, in the form of short summaries and direct links to the source materials.

- The Newsletter will be prepared in English and issued periodically
- It will contain summaries of your most interesting materials and news
- It will contain direct links to the source materials on your website
- It will be distributed among all the Partners of the Programme, especially the universities with Erasmus students, and the banking and financial associations and institutions





## BENEFITS OF THE PROGRAMME



### For higher education institutions:

- the Programme will give you the opportunity to look at your teaching Programmes through the eyes of business and financial specialists
- it will give your students the opportunity to learn practical aspects of the knowledge acquired at university and will show them how theory works in practice

### For professional organisations:

- the Programme will help you fulfill your educational mission – the materials from your website will be read by students from different countries
- it will give you the opportunity to exchange knowledge and best practices and learn interesting facts from different parts of the world
- you will get the free promotion of the activities and achievements of your organisation and the promotion of your country

### General results:

- the Programme will bring a fresh look at the modern financial and economic measures and will contribute to creating closer links between academic and business world
- the Newsletter may develop into an interesting source of information to be used in your publications or in your other educational initiatives
- the Newsletter will become an effective platform to promote your achievements, your economy and your country

In Poland we co-operate with **122 universities** and give lectures in the following areas:

- Risk management in business
- Long-term saving
- E-economy
- New dimension of co-operative banking

New topics will follow.

**Till the end of June 2015 we organized:**

- **580** lectures for **28 000** students
- **124** Open Day events for more than **23 000** participants
- **8** trainings for **250** academics
- We participated in more than **100** university conferences and symposia



If you think that the content of your website would be a good source of knowledge  
for students in different countries and are ready to share it or  
if you represent a higher education institution  
and would like to receive our Newsletter  
please contact:

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