

MANAGEMENT – studies in English

Second-cycle (**Master's degree**)

DURATION: 4 semesters

LANGUAGE: English

PACE: full time

APPLICATION DEADLINE: July 31st

INTAKE (classes start in): October

TUITION FEE: 1,200 EUR / per semester *

STUDY FORMAT: on-campus

* plus additional non-refundable 85 PLN (approx. 21 EUR) recruitment fee

INTRODUCTION:

A graduate of management has the skills necessary to manage a small to medium-sized manufacturing/service company as well as units of government administration and local government. At the same time, the students obtain knowledge in the areas of economics, accounting and finance, marketing, and Public Relations, which allows them to independently assess the financial position of a company and take care of its further development while shaping the company's external image in cooperation with the media.

The program offers four specialization tracks:

- **Eco-entrepreneurship**
- **Human Resource Management**
- **Marketing & E-Business**
- **Business Analytics**

Graduates are employed in positions of operational, analytical, middle, and senior management in manufacturing and service companies, business units and local government, agencies, consulting, and non-profit institutions, and the areas of banking. They also gain vocational training to run their own business. Master's courses are also open to graduates from other fields of economic sciences and those outside them. Graduates are prepared to undertake research work.

PROGRAM OUTCOME:

- Students will understand the significance of entrepreneurship in management and its impact on the functioning of contemporary economies.
- Students will be able to conduct strategic analysis, which serves as a fundamental element in entrepreneurship development.
- Students will be able to identify solutions related to innovation and internationalization in the context of enterprise activities.
- Students will possess skills in planning their business ventures.

Curriculum

Year I

Semester 1

- Managerial Psychology
- Shaping Innovative Attitudes
- Elective: Economic Forecasting /Modelling of Economic Processes
- Financial and Tax Decisions
- Managerial Economics (E)
- Business Insurance
- Quantitative and Qualitative Research Methods in Management (E)
- Intellectual Property Protection II
- Advanced Data Analysis and Visualization Systems
- Business Law
- Training on Safe and Hygienic Learning Conditions

Semester 2

- Process Management (E)
- Customer Relationship and Value Management
- Social Media in the Organization
- Elective: Organizational Culture and Diversity Management /Multiculturalism in Organization and Business
- Investment Management in the Organization
- Enterprise Risk Management
- Strategic Analysis (E)
- Enterprise Financing
- Entrepreneurship and Artificial Intelligence
- Logistics Process Management in the Enterprise
- Diploma Seminar

Year II

Semester 3

- Business Models
- Creativity Training
- Public Management
- Building the Image and Identity of Organizations
- Competency Management in Organizations
- Diploma Seminar
- **Additional courses depending on the chosen specialization (listed in the full syllabus)**

Semester 4

- Mentoring and Coaching
- Managerial Strategic Games
- Industry 4.0 Technologies
- Negotiations in Business
- Diploma Seminar
- **Additional courses depending on the chosen specialization (listed in the full syllabus)**