

BUSINESS MANAGEMENT	
The level of education	first-cycle studies
The language of education	English
The profile of education	general academic
Form of studies	full-time studies
Number of semesters	6
Number of ECTS credits needed to complete studies	180 ECTS
Number of hours	full-time studies – 1898 h
Professional title obtained by a graduate	licencjat (Bachelor degree)
Assignment to the appropriate field of science	social Sciences
Scientific disciplines to which the learning outcomes apply	management and quality sciences (leading discipline) – 87% economics and finance – 13%
The total number of ECTS credits that the student must obtain during classes conducted with the direct participation of academic teachers or other persons conducting classes	90 ECTS
Classes or groups of classes, regardless of the way of providing them, to which learning outcomes are assigned together with program content ensuring the achievement of such outcomes	the list is available in the electronic system available at https://ue.e-sylabus.pl
Methods of verifying and evaluating the learning outcomes achieved by the student during the education cycle	exam, control papers, projects, activity, student's own work
The duration, rules and form of apprenticeships and the number of ECTS credits that the student must obtain as a result of this apprenticeship	the study program does not provide for apprenticeships by students
The number of ECTS credits that the student must obtain for the course in the area of humanities	6

The program of study allows the student to choose classes to which ECTS credits are assigned in the amount of not less than 30% of ECTS credits, i.e. 54 ECTS.

The study program includes classes related to the scientific activity conducted at the university in the discipline or disciplines to which the field of study is assigned, in the amount exceeding 50% of the number of ECTS points, i.e. 90 ECTS, and takes into account the participation of students in classes preparing for conducting scientific activity or participation in this activity.

Business Management program learning outcomes

Learning outcome code (program)	Learning outcomes After completing the first-cycle studies with a general academic profile in Business Management program the graduate:	Reference to the Polish Qualifications Framework
WIEDZA/KNOWLEDGE		
K_W01	has advanced understanding of contemporary trends in management sciences as well as in economics and finance, and their role in the area of social sciences, allowing them to understand the complexity of modern economic systems.	P6S_WG, P6S_WK
K_W02	has advanced knowledge of theories of organization and management concerning the formation, functioning, transformation and development of organizations in the market and in society.	P6S_WG, P6S_WK
K_W03	knows IT tools for collecting, analysing and presenting economic, financial and social data and understands standard quantitative and qualitative methods of analysis and assessment of economic and social phenomena occurring in organizations and their environment.	P6S_WG
K_W04	knows the basic economic, legal, and ethical standards applicable to the operations of enterprises, including understanding of basic concepts and principles of industrial property and copyright protection.	P6S_WK
K_W05	knows the essence and conditions of entrepreneurship as well as principles related to running own business.	P6S_WK
K_W06	knows and understands determinants shaping innovativeness and methods of implementing developmental solutions in the organization.	P6S_WG, P6S_WK
K_W07	identifies the fundamental dilemmas of modern civilization, knows the principles of functioning of systems and organisations and understands complex relations between them.	P6S_WG, P6S_WK
UMIEJĘTNOŚCI/SKILLS		
K_U01	can apply theoretical and practical knowledge in specific areas of the organisation in the field of identifying, diagnosing and solving complex and untypical problems in uncertain conditions.	P6S_UW
K_U02	investigates and identifies phenomena and processes in the organisation and its environment, is able to describe, analyse and interpret them using appropriate concepts and theories, acquiring information from correctly chosen sources.	P6S_UW
K_U03	selects and uses appropriate methods and tools to describe, analyses and solves problems of the organization and the environment, also using adequate ICT solutions.	P6S_UW
K_U04	can communicate with the environment and diverse stakeholders, using terminology in the field of management and quality sciences and take part in the debate and present own position in the discussion with the use of a foreign language at the B2 level of the European System of Language Description.	P6S_UK
K_U05	can plan and organise own and teamwork and cooperate in the implementation of entrusted tasks, including ethical and socio-cultural aspects.	P6S_UO
K_U06	can independently acquire knowledge and improve skills using modern self-education tools.	P6S_UU

K_U07	knows how to solve complex and untypical problems related to the creation and implementation of innovative strategies, considering economic, social and ecological conditions.	P6S_UW
KOMPETENCJE SPOŁECZNE/SOCIAL COMPETENCES		
K_K01	is ready to critically evaluate and supplement own knowledge in the field of management and quality sciences.	P6S_KK
K_K02	is ready to act in an entrepreneurial way, also in the interest of the public, respecting the principles of corporate social responsibility.	P6S_KO
K_K03	is ready to act in accordance with applicable law and ethical standards within the designated organisational and social roles.	P6S_KR
K_K04	is ready to act in a team for the development of the organization.	P6S_KO

	2023/2024 - 2025/2026	Total Exam	Full-time studies					Part-time studies					E C T S
	BUSINESS MANAGEMENT FIRST CYCLE		Total hours	L	T	CL	S	Total hours	L	T	CL	S	
Approval date:	winter 2023/2024 - Semester 1	4	349	169	180	0	0	0	0	0	0	0	30
	summer 2023/2024 - Semester 2	2	330	135	165	30	0	0	0	0	0	0	30
	winter 2024/2025 - Semester 3	3	315	120	165	30	0	0	0	0	0	0	30
	summer 2024/2025 - Semester 4	2	334	120	195	19	0	0	0	0	0	0	30
	winter 2025/2026 - Semester 5	0	330	105	165	30	30	0	0	0	0	0	30
	summer 2025/2026 - Semester 6	0	240	120	90	0	30	0	0	0	0	0	30

Course code	Course	Sem.	Credit form	Full-time studies					Part-time studies					E C T S	
				Total hours	L	T	CL	S	Total hours	L	T	CL	S		
SECTION I. GENERAL COURSES - OBLIGATORY															
	Introduction to Microeconomics	I	Exam	30	15	15									3
	Introduction to Macroeconomics	I	Grade	30	15	15									3
	Finance	I	Exam	30	15	15									3
	Accounting	I	Exam	30	15	15									3
	Management	I	Exam	60	30	30									6
	Mathematics	II	Exam	60	30	30									6
	Law	II	Grade	30	30										3
	Information Technologies	II	Grade	30			30								3
	Introduction to Research Methods	IV	Grade	15	15										2
TOTAL SECTION I				315	165	120	30	0	0	0	0	0	0	0	32

Course code	Course	Sem.	Credit form	Full-time studies					Part-time studies					E C T S	
				Total hours	L	T	CL	S	Total hours	L	T	CL	S		
SECTION II. OBLIGATORY COURSES															
	Organizational Behavior	I	Grade	30	15	15									3
	Marketing	I	Grade	60	30	30									4
	Project Management	III	Exam	45	15	30									4
	Human Resources Management	III	Grade	60	30	30									6
	Statistics	III	Exam	60	30	15	15								6
	Strategic Management	IV	Exam	45	15	15	15								5
	Entrepreneurship	I	Grade	45	15	30									3
TOTAL SECTION II				345	150	165	30	0	0	0	0	0	0	0	31
SECTION III. OPTIONAL COURSES															
	Marketing Research	II	Exam	60	30	30									5
	Consumer Behaviour	II	Grade	30	15	15									3
	Design Thinking	I	Grade	30	15	15									2
	Financial Accounting	II	Grade	30	15	15									3
	Logistics	III	Exam	30	15		15								4
	Corporate Finance Management	III	Grade	30	15	15									3
	Operations Management	III	Grade	30	15	15									3
	Innovation Management	IV	Grade	45	15	30									4
	Services Marketing	IV	Grade	30	15	15									3
	Change Management	IV	Grade	30	15	15									4
	Team Building and the Psychology of Teamwork	V	Grade	30	15	15									3
	Communication and Conflict Management	IV	Grade	30	15	15									2
	Decision Making	V	Grade	30	15	15									3
	Presentations and Public Speaking	V	Grade	30	15	15									3
	Sustainable Business	IV	Grade	15	15										2
	Quality Management	IV	Exam	30	15	15									4
	Business Intelligence and Databases	V	Grade	30			30								3
	Microeconomics	II	Grade	30	15	15									3
TOTAL SECTION III				570	270	255	45	0	0	0	0	0	0	0	57

Course code	Course	Sem.	Credit form	Full-time studies					Part-time studies					E C T S	
				Total hours	L	T	CL	S	Total hours	L	T	CL	S		
SECTION IV. MODULE COURSES															
	Module 1	V	Grade	120	60	60									10
	Module 2	VI	Grade	120	60	60									10
TOTAL SECTION IV				240	120	120	0	0	0	0	0	0	0	0	20
SECTION V. HUMANISTIC AND SOCIAL COURSES															
	Humanistic Course I	VI	Grade	30	15	15									3
	Humanistic Course II	VI	Grade	30	15	15									3
	Social Course I	VI	Grade	15	15										1
	Social Course II	VI	Grade	15	15										1
TOTAL SECTION V				90	60	30	0	0	0	0	0	0	0	0	8
SECTION VI. ACADEMIC COURSES - OBLIGATORY															
	Electronic Sources of Scientific Information	IV	Credited	4			4								0
	Occupational Health and Safety	I	Credited	4	4										0
	Physical Training	IV	Credited	30		30									0
	Physical Training	V	Credited	30		30									0
	Foreign Language I - English - FT1	II	Grade	30		30									2
	Foreign Language I - English - FT1	III	Grade	30		30									2
	Foreign Language I - English - FT1	IV	Grade	30		30									2
	Foreign Language II - FT1	II	Grade	30		30									2
	Foreign Language II - FT1	III	Grade	30		30									2
	Foreign Language II - FT1	IV	Grade	30		30									2
	Foreign Language II - FT1	V	Grade	30		30									2
	Bachelor Seminar	V	Credited	30				30							6
	Bachelor Seminar	VI	Credited	30				30							6
	Bachelor Thesis	VI	Credited												6
TOTAL SECTION VI				338	4	270	4	60	0	0	0	0	0	0	32
TOTAL HOURS				1898	769	960	109	60	0	0	0	0	0	0	180

Course code	Course	Sem.	Credit form	Full-time studies					Part-time studies					E C T S
				Total hours	L	T	CL	S	Total hours	L	T	CL	S	

LIST OF MODULES

PROJECT AND PROCESS MANAGER

	Business Process Modelling	V	Grade	30	15		15							3
	Lean Management	V	Grade	30	15	15								2
	Strategic Project Management	V	Grade	30	15	15								3
	Project Budgeting and Controlling	V	Grade	30	15	15								2

MARKETING COMMUNICATIONS SPECIALIST

	Branding and Brand Strategy	VI	Grade	30	15	15								3
	Stakeholders and Community Relations	VI	Grade	30	15	15								2
	Strategic Narratives	VI	Grade	30	15	15								3
	Merchandising	VI	Grade	30	15	15								2

INNOVATION AND START-UPS LEADER

	Creativity Management	VI	Grade	30	15	15								2
	Business Plan	VI	Grade	30	15	15								2
	Start-up Academy	VI	Grade	30	15	15								3
	Business Model Innovation	VI	Grade	30	15	15								3

Course code	Course	Sem.	Credit form	Full-time studies					Part-time studies					E C T S	
				Total hours	L	T	CL	S	Total hours	L	T	CL	S		
HR BUSINESS PARTNER															
	AC/DC Simulation	V	Grade	30	15	15									3
	Employee Development & Performance Appraisal	V	Grade	30	15	15									3
	Coaching and Mentoring	V	Grade	30	15	15									2
	Labour Law in Case Studies	V	Grade	30	15	15									2
DIGITAL MARKETER															
	Agile Marketing	VI	Grade	30	15	15									3
	Social Media Management	VI	Grade	30	15	15									3
	User Experience	VI	Grade	30	15	15									2
	Market Intelligence	VI	Grade	30	15	15									2