

BUSINESS MANAGEMENT	
The level of education	second-cycle studies
The language of education	English
The profile of education	general academic
Form of studies	full-time studies part-time studies
Number of semesters	4
Number of ECTS credits needed to complete studies	120 ECTS
Number of hours	full-time studies – 919 h part-time studies – 514 h
Professional title obtained by a graduate	magister (Master degree)
Assignment to the appropriate field of science	social Sciences
Scientific disciplines to which the learning outcomes apply	management and quality sciences (leading discipline) – 93% economics and finance – 7%
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	60 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	5

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. 36 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. 60 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 in-depth knowledge of the current trends in management and quality sciences, and understands the complexity of interconnections between management, economics and finance.	P7S_WG
K_W02	has in-depth knowledge of methodology of the scientific research and the principles of creating research tools for recognising socio-economic phenomena, and using appropriate IT tools.	P7S_WG
K_W03	understands the mechanisms of shaping and changing the behaviour of people in the organisation, including leadership styles and their determinants.	P7S_WG
K_W04	has in-depth knowledge of theories of organisation and management sciences in terms of formation, functioning, transformation and development of organisations in the market and in society.	P7S_WG, P7S_WK
K_W05	knows the economic, legal, and ethical standards applicable to the operations of enterprises, including understanding of concepts and principles of industrial property and copyright protection.	P7S_WK
K_W06	identifies the fundamental dilemmas of modern civilization and sustainable economic development, knows the principles of functioning of systems and organisations and understands complex relations between them.	P7S_WK
K_W07	knows and understands the conditions concerning the international context of the organisation's operation.	P7S_WK
UMIĘTNOŚCI/SKILLS		
K_U01	can integrate knowledge from various areas (management, IT, finance, economics, accounting) to solve untypical complex problems and implement innovative solutions in the organization.	P7S_UW
K_U02	examines and identifies the phenomena and processes in the organisation and its environment, can carry out critical analysis, synthesis and creative interpretation using adequate management concepts and theories.	P7S_UW
K_U03	can properly choose and use the appropriate information sources, methods and tools to solve complex and untypical problems of the organisation and the environment, using advanced ICT solutions.	P7S_UW
K_U04	initiates the work of various teams in the work environment and beyond and directs their activities taking into account ethical and socio-cultural aspects.	P7S_UO
K_U05	is able to communicate effectively with various stakeholders, to lead the debate, to present own position in the discussion and to formulate conclusions resulting from the discussion with the use of a foreign language at the B2 + level of the European System of Language Description and specialised terminology.	P7S_UK
K_U06	can independently acquire knowledge and improve skills using modern self-learning tools and can initiate and organise the learning process of other people and communicate its knowledge to non-specialists in organisation and management, also in a	P7S_UU

	foreign language.	
K_U07	knows how to solve problems related to the creation and implementation of innovative strategies, having in-depth understanding of economic, social and ecological conditions.	P7S_UW
K_U08	knows how to manage expansion of an organisation, taking into account international context of its functioning.	P7S_UW
KOMPETENCJE SPOŁECZNE/SOCIAL COMPETENCES		
K_K01	is ready to critically evaluate and supplement own knowledge of management and quality sciences and justify its importance in solving cognitive and practical problems.	P7S_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 and sustainable development.	P7S_KO
K_K03	is ready to act in accordance with applicable law, ethos and ethical standards within designated organisational, managerial and social roles.	P7S_KR
K_K04	is ready to act in a team, also in a leadership role and to take responsibility for the actions taken.	P7S_KO

	2023/2024 - 2024/2025	Total Exam	Full-time studies					Part-time studies					E C T S
	BUSINESS MANAGEMENT SECOND CYCLE		Total hours	L	T	CL	S	Total hours	L	T	CL	S	
Approval date:	winter 2023/2024 - Semester 1	2	244	124	120	0	0	144	68	76	0	0	30
	summer 2023/2024 - Semester 2	3	255	120	75	60	0	148	64	52	32	0	30
	winter 2024/2025 - Semester 3	1	240	105	105	0	30	127	64	48	0	15	30
	summer 2024/2025 - Semester 4	0	180	75	75	0	30	95	40	40	0	15	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														
	Methodology of Scientific Research	I	Grade	15	15				8	8				2
TOTAL SECTION I				15	15	0	0	0	8	8	0	0	0	2
SECTION II. OBLIGATORY COURSES														
	Leadership and Motivation	I	Grade	30	15	15			16	8	8			4
	Business Law	I	Grade	30	15	15			16	8	8			3
	Negotiations	I	Grade	30	15	15			16	8	8			4
	Marketing Management	I	Exam	30	15	15			16	8	8			4
	Contemporary Trends and Concepts of Management	I	Exam	45	15	30			24	8	16			5
	Ethics and CSR	III	Grade	30	15	15			16	8	8			3
	Business Strategy	IV	Grade	30	15	15			16	8	8			4
TOTAL SECTION II				225	105	120	0	0	120	56	64	0	0	27

Course code	Course	Sem.	Credit form	Full-time studies					Part-time studies					ECTS
				Total hours	L	T	CL	S	Total hours	L	T	CL	S	
SECTION III. OPTIONAL COURSES														
	International Business	I	Grade	30	15	15			16	8	8			4
	EFQM Business Excellence	II	Grade	30	15	15			16	8	8			3
	Econometrics	II	Grade	30	15		15		16	8		8		3
	Logistics Management	II	Grade	30	15		15		16	8		8		3
	International Marketing and Intercultural Communication	II	Grade	30	15	15			16	8	8			3
	Global Economy for Managers	II	Exam	30	15	15			16	8	8			4
	Managerial Accounting	II	Exam	30	15		15		16	8		8		4
	ICT in Marketing	II	Grade	30	15		15		16	8		8		4
	Future Studies and Strategic Foresight	I	Grade	15	15				8	8				2
	Process Management	II	Exam	30	15	15			16	8	8			4
	Management Systems Design	III	Exam	30	15	15			16	8	8			4
TOTAL SECTION III				315	165	90	60	0	168	88	48	32	0	38
SECTION IV. MODULE COURSES														
	Module 1	III	Grade	120	60	60			64	32	32			12
	Module 2	IV	Grade	120	60	60			64	32	32			12
TOTAL SECTION IV				240	120	120	0	0	128	64	64	0	0	24
SECTION V. HUMANISTIC COURSES														
	Humanistic Course	III	Grade	30	15	15			16	16				5
TOTAL SECTION V				30	15	15	0	0	16	16	0	0	0	5
SECTION VI. ACADEMIC COURSES - OBLIGATORY														
	Occupational Health and Safety	I	Credited	4	4				4	4				0
	Foreign Language I	I	Grade	15		15			20		20			2
	Foreign Language I	II	Grade	15		15			20		20			2
	Master Seminar	III	Credited	30				30	15				15	6
	Master Seminar	IV	Credited	30				30	15				15	6
	Master Thesis	IV	Credited											8
TOTAL SECTION VI				94	4	30	0	60	74	4	40	0	30	24
TOTAL HOURS				919	424	375	60	60	514	236	216	32	30	120

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

HUMAN RESOURCES MANAGER

	Strategic Human Capital Management	III	Grade	30	15	15			16	8	8			3
	Managerial Competencies for Employee Related Decisions	III	Grade	30	15	15			16	8	8			3
	Work-life Balance & Well-being in Management	III	Grade	30	15	15			16	8	8			3
	Managing International Teams	III	Grade	30	15	15			16	8	8			3

STRATEGY DESIGNER

	Strategic Thinking	III	Grade	30	15	15			16	8	8			3
	Digital Transformation Strategy	III	Grade	30	15	15			16	8	8			3
	Strategic Cooperation and Networks	III	Grade	30	15	15			16	8	8			3
	Business Challenger Simulation	III	Grade	30	15	15			16	8	8			3

CORPORATE COMMUNICATION MANAGER

	Corporate Identity and Internal Communication	IV	Grade	30	15	15			16	8	8			3
	Media Relations and Crisis Management	IV	Grade	30	15	15			16	8	8			3
	Sponsoring and Event Management	IV	Grade	30	15	15			16	8	8			3
	Customer Relationship Management	IV	Grade	30	15	15			16	8	8			3

SUSTAINABILITY MANAGER

	Corporate Sustainability	IV	Grade	30	15	15			16	8	8			3
	Managing Diversity and Inclusion	IV	Grade	30	15	15			16	8	8			3
	Social Entrepreneurship and Innovation	IV	Grade	30	15	15			16	8	8			3
	Green Business	IV	Grade	30	15	15			16	8	8			3