

BUSINESS MANAGEMENT	
Poziom kształcenia	studia drugiego stopnia
Język kształcenia	angielski
Profil kształcenia	ogólnoakademicki
Forma studiów	studia stacjonarne studia niestacjonarne
Liczba semestrów	4
Liczba punktów ECTS konieczna do ukończenia studiów	120 ECTS
Liczba godzin	studia stacjonarne – 919 h studia niestacjonarne – 514 h
Tytuł zawodowy uzyskiwany przez absolwenta	magister
Przyporządkowanie do właściwej dziedziny nauki	nauki społeczne
Dyscypliny naukowe, do których odnoszą się efekty uczenia się	nauki o zarządzaniu i jakości (dyscyplina wiodąca) – 93% ekonomia i finanse – 7%
Łączna liczba punktów ECTS, jaką student musi uzyskać w ramach zajęć prowadzonych z bezpośrednim udziałem nauczycieli akademickich lub innych osób prowadzących zajęcia	60 ECTS
Zajęcia lub grupy zajęć, niezależnie od formy ich prowadzenia, wraz z przypisaniem do nich efektów uczenia się i treści programowych zapewniających uzyskanie tych efektów	wykaz znajduje się w elektronicznym systemie dostępnym pod adresem https://ue.e-sylabus.pl
Sposoby weryfikacji i oceny efektów uczenia się osiągniętych przez studenta w trakcie cyklu kształcenia	egzamin, prace kontrolne, projekty, aktywność, praca własna studenta
Wymiar, zasady i forma odbywania praktyk zawodowych oraz liczba punktów ECTS, jaką student musi uzyskać w ramach tych praktyk	program studiów nie przewiduje odbywania praktyk zawodowych przez studentów
Liczba punktów ECTS, jaką student musi uzyskać w ramach zajęć z dziedziny nauk humanistycznych	5

Program studiów umożliwia studentowi wybór zajęć, którym przypisano punkty ECTS w wymiarze nie mniejszym niż 30 % punktów ECTS tj. 36 ECTS.

Program studiów obejmuje zajęcia związane z prowadzoną w uczelni działalnością naukową w dyscyplinie lub dyscyplinach, do których przyporządkowany jest kierunek studiów, w wymiarze większym niż 50% liczby punktów ECTS tj. 60 ECTS i uwzględnia udział studentów w zajęciach przygotowujących do prowadzenia działalności naukowej lub udział w tej działalności.

Efekty uczenia się na kierunku *Business Management*

Kod efektu uczenia się (kierunek)	Efekty uczenia się Po ukończeniu studiów drugiego stopnia o profilu ogólnoakademickim na kierunku studiów Business Management absolwent (the graduate):	Odniesienie do Polskiej Ramy Kwalifikacji
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	P7S_UK

	Language Description and specialised terminology.	
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 foreign language.	P7S_UU
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

2024/2025 - 2025/2026 BUSINESS MANAGEMENT SECOND CYCLE	Total Exam	Full-time studies					Part-time studies					E C T S
		Total hours	L	T	CL	S	Total hours	L	T	CL	S	
winter 2024/2025 - Semester 1	2	244	124	120	0	0	144	68	76	0	0	30
summer 2024/2025 - Semester 2	3	255	120	90	45	0	148	64	60	24	0	30
winter 2025/2026 - Semester 3	0	240	105	105	0	30	127	64	48	0	15	30
summer 2025/2026 - Semester 4	0	180	75	60	15	30	95	40	32	8	15	30

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	II	Grade	30	15	15			16	8	8			3
TOTAL SECTION II			225	105	120	0	0	120	56	64	0	0	26

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	IV	Grade	30	15		15		16	8		8		4
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
AI in Business Applications	III	Grade	30	15	15			16	8	8			4
TOTAL SECTION III			315	165	90	60	0	168	88	48	32	0	39
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	14
Master Thesis	IV	Credited											0
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	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 Strategy Challenge	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