BUSINESS MANAGEMENT	
Poziom kształcenia	studia pierwszego stopnia
Język kształcenia	angielski
Profil kształcenia	ogólnoakademicki
Forma studiów	studia stacjonarne
Liczba semestrów	6
Liczba punktów ECTS konieczna do ukończenia studiów	180 ECTS
Liczba godzin	studia stacjonarne – 1868 h
Tytuł zawodowy uzyskiwany przez absolwenta	licencjat
Przyporządkowanie właściwego obszaru kształcenia	nauki społeczne
Dziedziny nauki i dyscypliny naukowe, do których odnoszą się efekty uczenia się	nauki o zarządzaniu i jakości (dyscyplina wiodąca) – 87% ekonomia i finanse – 13%
Łączna liczba punktów ECTS, jaką student musi uzyskać w ramach zajęć prowadzonych z bezpośrednim udziałem nauczycieli akademickich lub innych osób prowadzących zajęcia	90 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 lub nauk społecznych	nie dotyczy kierunek jest prowadzony w dziedzinie nauk społecznych

Program studiów umożliwia studentowi wybór zajęć, którym przypisano punkty ECTS w wymiarze nie mniejszym niż 30 % punktów ECTS tj. 54 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. 90 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 pierwszego stopnia o profilu ogólnoakademickim na kierunku studiów **Business Management** absolwent:	Odniesienie do Polskiej Ramy Kwalifikacji
WIEDZA/KNOWLEDGE		
K_W01	the graduate 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	the graduate 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	the graduate 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	the graduate 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	the graduate knows the essence and conditions of entrepreneurship as well as principles related to running own business.	P6S_WK
K_W06	the graduate knows and understands determinants shaping innovativeness and methods of implementing developmental solutions in the organization.	P6S_WG, P6S_WK
K_W07	the graduate 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	the graduate 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	the graduate 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	the graduate 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	the graduate 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	the graduate 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	the graduate can independently acquire knowledge and improve skills using modern self-education tools.	P6S_UU
K_U07	the graduate 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	the graduate is ready to critically evaluate and supplement own knowledge in the field of management and quality sciences.	P6S_KK
K_K02	the graduate 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	the graduate is ready to act in accordance with applicable law and ethical standards within the designated organisational and social roles.	P6S_KR
K_K04	the graduate is ready to act in a team for the development of the organization.	P6S_KO

	2022/2023 - 2024/2025	Total Exam	Full-time studies					Part-time studies					ECTS
	BUSINESS MANAGEMENT BACHELOR STUDIES		Total hours	L	T	CL	S	Total hours	L	T	CL	S	
Approval date:	winter 2022/2023 - Semester 1	4	**349**	169	180	0	0	**0**	0	0	0	0	**30**
	summer 2022/2023 - Semester 2	2	**330**	135	165	30	0	**0**	0	0	0	0	**30**
	winter 2023/2024 - Semester 3	3	**315**	120	165	30	0	**0**	0	0	0	0	**30**
	summer 2023/2024 - Semester 4	2	**304**	120	165	19	0	**0**	0	0	0	0	**30**
	winter 2024/2025 - Semester 5	0	**360**	120	180	30	30	**0**	0	0	0	0	**30**
	summer 2024/2025 - Semester 6	0	**210**	105	75	0	30	**0**	0	0	0	0	**30**

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 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**	**32**

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 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
	Sustainable Business	IV	Grade	15	15									2
	Quality Management	IV	Exam	30	15	15								4
	Strategic Management	IV	Exam	45	15	15	15							5
	Microeconomics	II	Grade	30	15	15								3
	Entrepreneurship	I	Grade	45	15	30								3
	Business Intelligence and Databases	V	Grade	30			30							2
TOTAL SECTION II				**450**	**195**	**195**	**60**	**0**	**0**	**0**	**0**	**0**	**0**	**42**
SECTION III. OPTIONAL COURSES														
	Marketing Research	II	Exam	60	30	30								5
	Consumer Behaviour	II	Grade	30	15	15								3
	Knowledge Management	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								5
	Services Marketing	IV	Grade	30	30									4
	Change Management	IV	Grade	30	15	15								4
TOTAL SECTION III				**345**	**180**	**150**	**15**	**0**	**0**	**0**	**0**	**0**	**0**	**36**
SECTION IV. MODULE COURSES														
	Module 1	V	Grade	120	60	60								10
	Module 2	V	Grade	120	60	60								10
	Module 3	VI	Grade	120	75	45								10
TOTAL SECTION IV				**360**	**195**	**165**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**30**

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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 V. HUMANISTIC COURSES														
	Humanistic Course I	VI	Grade	30	15	15								3
	Humanistic Course II	VI	Grade	30	15	15								3
TOTAL SECTION V				**60**	**30**	**30**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**6**
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											8
TOTAL SECTION VI				**338**	**4**	**270**	**4**	**60**	**0**	**0**	**0**	**0**	**0**	**34**
TOTAL HOURS				**1868**	**769**	**930**	**109**	**60**	**0**	**0**	**0**	**0**	**0**	**180**

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	
LIST OF MODULES														
TEAM LEADER														
	Team Building and the Psychology of Teamwork	V	Grade	30	15	15								3
	Communication and Conflict Management	V	Grade	30	15	15								2
	Decision Making	V	Grade	30	15	15								3
	Presentations and Public Speaking	V	Grade	30	15	15								2
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	V	Grade	30	15	15								3
	Stakeholders and Community Relations	V	Grade	30	15	15								2
	Strategic Narratives	V	Grade	30	15	15								3
	Merchandising	V	Grade	30	15	15								2
INNOVATION AND START-UPS LEADER														
	Design Thinking	V	Grade	30	15	15								3
	Business Plan	V	Grade	30	15	15								2
	Start-up Academy	V	Grade	30	15	15								3
	Business Model Innovation	V	Grade	30	15	15								2

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	
HR BUSINESS PARTNER														
	AC/DC Simulation	VI	Grade	30	15	15								3
	Employee Development & Performance Appraisal	VI	Grade	30	30									3
	Coaching and Mentoring	VI	Grade	30	15	15								2
	Labour Law in Case Studies	VI	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	30									2