

Study programme*Part A) of the study programme***Learning outcomes**

Faculty offering the field of study:		Faculty of Economic Sciences and Management
Field of study:		Management
Level of study:		First-cycle studies
Level of the Polish Qualification Framework:		Level 6
Profile:		Academically oriented
Professional degree awarded to the graduate:		Licencjat
Allocation of the field of study within academic or artistic discipline(s), to which learning outcomes for a given field of study refer:		Disciplines: - Management and Quality Studies (84%) - Economics and Finance (16%) Major discipline: Management and Quality Studies
Symbol	Upon completion the graduate achieves the learning outcomes specified below:	
KNOWLEDGE (the graduate knows and understands)		
K_W01	the nature and historical evolution of selected aspects of management studies, as well as the ways to explain their place in the system of social sciences in the context of their impact on contemporary management approaches.	
K_W02	key economic and financial concepts and, at an advanced level, knows their connections to management practice in organisations.	
K_W03	types of organisations and their structural parts; knows the ways to explain economic and social processes occurring within them and in their environment as well as the methods for predicting their consequences for organisational functioning.	
K_W04	human behaviours in an organisation at the individual, group, and organisational levels, including its impact on organisational effectiveness.	
K_W05	advanced principles of rational decision-making regarding the management of resources and organisational functions that is applied in various contexts.	
K_W06	at an advanced level, the objectives, essence, and nature of management processes, as well as the methods for implementing changes in an organisation, developing strategies, and ensuring their effective execution.	
K_W07	at an advanced level, the activities, methods, and techniques used for acquiring, processing, and presenting data, as well as distinguishing their usefulness in organisational management processes.	
K_W08	the principles of ethics and sustainable development, as well as the methods for assessing their impact on building appropriate organisational strategies.	
K_W09	organisational, ethical, and legal norms and rules, including principles of industrial property protection and copyright law; knows the methods for assessing their impact on organisational functioning and their significance in managing innovative projects.	
K_W10	the principles of creating and developing forms of individual entrepreneurship utilising knowledge of management studies.	
SKILLS (the graduate is capable of)		
K_U01	applying theoretical knowledge to assess and interpret complex and atypical economic and social problems, as well as develop solutions for identified organisational issues, taking into account changing environmental conditions and available resources.	

K_U02	applying theoretical knowledge to acquire relevant sources and verified information, conduct critical analyses, assessment, and synthesis to identify relationships in economic processes, and to formulate recommendations.
K_U03	applying relevant methods and tools, including advanced information and communication technologies, while assessing their effectiveness in solving complex organisational problems.
K_U04	analysing and forecast economic processes, developing action scenarios in response to changing market conditions.
K_U05	using specialist terminology in communication with internal and external stakeholders of the organisation.
K_U06	using acquired knowledge to identify problems in professional work and recommend innovative solutions, taking into account the organisational context.
K_U07	preparing advanced studies and deliver professional presentations in Polish, considering the audience's needs and business objectives.
K_U08	communicating in a foreign language at the B2 level of the CEFR, relevant to business practice
K_U09	effectively utilise advanced IT systems and artificial intelligence for data analysis, decision-making support, task automation, and other organisational activities
K_U10	planning and engaging in lifelong learning, identifying areas for development and applying new skills and knowledge in professional practice
K_U11	adjusting the message to the audience's needs and the organisational context in discussions, presentations, and debates, and of effectively communicating thoughts, opinions, and information.
K_U12	planning and organising both individual and team work, actively participating in team projects while taking on the role of either a leader or a team member (also in interdisciplinary teams).
SOCIAL COMPETENCIES (the graduate is willing to)	
K_K01	critically evaluate the acquired knowledge and received content for solving organisational problems, using insights from experts and other stakeholders.
K_K02	identify and resolve substantive and ethical dilemmas related to professional roles, promoting ethical principles, safeguarding professional achievements, and supporting their implementation within the organisation.
K_K03	participate in team initiatives aimed at addressing an organisation's social issues, initiating actions that promote social responsibility and fostering collaboration for the benefit of stakeholders.
K_K04	think and act as an entrepreneur, to initiate and implement innovative solutions that support organisational development while responding to changing market conditions.

Description of the process leading to achieving learning outcomes

Part B) of the study programme

Faculty offering the field of study:		Faculty of Economic Sciences and Management		
Field of study:		Management		
Level of study:		first-cycle studies		
Level of the Polish Qualification Framework:		Level 6		
Profile:		General academics		
Allocation of the field of study within academic or artistic discipline(s), to which learning outcomes for a given field of study refer:		Disciplines: - Management and Quality Studies (84%) - Economics and Finance (16%)		
		Major discipline: Management and Quality Studies		
Form of studies:		full-time studies		
Number of semesters		6		
Number of ECTS points required to complete studies at a given level:		180		
Total number of teaching hours:		1800		
Professional degree awarded to the graduate:		licencjat		
Indication of the relationship between the study program and the mission and strategy of NCU:		The programme and content of the Management major are based on two pillars: (1) the scientific activity of academic teachers ensures that the knowledge provided will be up-to-date and supported by research, (2) through cooperation with the economic environment, but also by studying the fate of graduates, we have aligned the content with the needs indicated by these two bodies (entrepreneurs and graduates).		
Subjects/groups with intended learning outcomes				
Groups of subjects	Course	Assumed learning outcomes (student:)	Forms and methods of education ensuring the achievement of learning outcomes	Methods of verifying and assessing the learning outcomes achieved by the student

Group of subjects I: general education subjects	Computer Science	<p>W1: Has knowledge of using a spreadsheet, text editor and graphic tools for building presentations - K_W07</p> <p>W2: Has knowledge of building decision models in spreadsheets that take into account various scenarios and allow for the simulation of decision results in various organizational contexts - K_W05</p> <p>U1: Plans and prepares spreadsheets to solve problems from various fields - K_U03</p> <p>U2: Calculates synthetic characteristics of data sets using filtering functions and mechanisms, partial sums and pivot tables - K_U03</p> <p>U3: Correctly defines the structure of a text document in a text editor. - K_U03</p> <p>U4: Creates presentations with the correct structure and content. Actively uses Internet resources using various technologies. - K_U03</p> <p>K1: Is able to assess the credibility and usefulness of the knowledge they possess and the content they receive, recognizing potential errors and misinformation - K_K01</p> <p>K2: Uses the information they have acquired and expert opinions to make informed decisions about their own development path - K_K01</p>	Individual work of students using system and application hardware and software in a computer laboratory. Implementation of scenarios involving problem solving.	Passing the grade
	Intellectual Property Protection	<p>W1: knows and understands the basic concepts and principles related to the protection of intellectual property, in particular those related to industrial property rights and copyright – K_W09</p>	Informative lecture (conventional) – multimedia presentation, presentation of examples	Passing the grade
	Contemporary Learning Techniques	<p>U1: is able to effectively plan and implement the lifelong learning process, identifying areas for personal development - K_U10</p> <p>U2: is able to plan and organize his/her work and individual learning - K_U12</p>	Lecture with elements of workshop exercises. The lecture is supported by computer presentations.	Passing the grade

	Business English	<p>U01: is able to communicate with different target groups using general English in the context of management. (K_U11)</p> <p>U02: is able to prepare and deliver speeches in debates on topics related to the field of management, using general English at the B2+ level. (K_U07)</p> <p>U03: has the ability to use English in speech and writing at the B2+ level of the Common European Framework of Reference for Languages in the area of management. (K_U08)</p>	<p>Expository methods (drama, staging, demonstration, simulation).</p> <p>Expository methods (description, story, talk).</p> <p>Exploratory methods (exercise, idea exchange, Oxford, project).</p> <p>Didactic methods in online education (evaluation methods)</p>	Exam
	Physical Education	depending on the selected course	depending on the selected course	Passing the grade
	Humanities lectures, university lectures	depending on the selected course	depending on the selected course	Passing the grade
	Occupational Safety, Health and Ergonomics*	Test MOODLE platform		
Module - Basic subjects	Mathematics	<p>W1: has basic knowledge of mathematics at a higher level to the extent necessary to make management decisions - K_W05</p> <p>W2: has mathematical competences necessary to master data acquisition and analysis techniques - K_W07</p> <p>U1: uses mathematical tools and techniques used to analyze and forecast economic processes - K_U04</p> <p>U2: By deepening and improving mathematical skills, the student develops their memory and analytical skills useful in implementing the lifelong learning process - K_U10</p> <p>K1: By deepening and improving mathematical knowledge, the student acquires the ability to use it in a creative way to solve management problems - K_K01</p>	conversational lecture, case study	Exam

	Descriptive Statistics	<p>W1: knows basic methods of statistical analysis, including methods of obtaining, presenting and developing data; understands their usefulness and cognitive values in management processes (K_W07).</p> <p>U1: is able to apply statistical methods to study economic phenomena, including diagnosing, interpreting and forecasting phenomena and processes occurring in the economy (K_U01).</p> <p>U2: analyses economic phenomena using appropriate data and statistical analysis software; formulates appropriate, logical conclusions from the conducted analyses (K_U02).</p> <p>U3: presents and discusses the results of statistical analyses in a clear and communicative way, using available visualization tools (K_U11).</p> <p>K1: understands the importance of statistics in economic research and management in the economy. Critically evaluates the knowledge held; strives to expand knowledge, information, data (K_K01).</p>	<p>Lecture with elements of multimedia presentation - Power Point presentations.</p> <p>Exercises - conducting analyses based on real or conventional data, in particular using: Excel and SPSS. Presentations of obtained results. Discussions.</p>	Exam
	Law in Business	<p>W1. basic knowledge of the law used in the work of a professional manager (K_W09)</p> <p>W2. knows the legal conditions for establishing an organization (K_W10)</p> <p>U1. is able to correctly interpret and apply legal norms to solve business problems (K_U01)</p> <p>U2. correctly uses legal and legalese (K_U05)</p> <p>K1. identifies and solves ethical problems related to the application of law (K_K02)</p>	<p>Conversational lecture,</p> <p>informative lecture</p>	Exam
	Principles of Management	<p>W1: explains the origins of management sciences and their place in the system of social sciences – K_W01</p> <p>W2: characterizes individual trends in management sciences – K_W01, K_W03, K_W04, K_W05</p> <p>W3: explains the concept of management efficiency – K_W05</p> <p>W4: characterizes the management process and individual management functions – K_W03, K_W05, K_W06</p>	<p>Teaching methods in online education (methods for presenting content, methods of exchange and discussion)</p>	Exam

	Organization Theory	<p>W1: defines the essence of organizational science and explains key organizational theories K_W01</p> <p>W2: understands what an organization is, knows its types and elements and the processes occurring in its environment K_W03</p> <p>W3: knows how to set up an organization from the perspective of management science K_W10</p> <p>U1: is able to diagnose and interpret economic problems that appear in the practice of the organization's functioning - K_U01</p> <p>U2: is able to use specialist terminology in communication with the organization's stakeholders - K_U05</p> <p>K1 - is ready for creative and entrepreneurial thinking in the process of managing the organization - K_K04</p>	<p>Lectures - problem-based lecture conducted using the traditional method with the use of multimedia presentation. Lecture conducted in such a way as to provide the possibility of conducting discussions with students.</p> <p>Exercises - case study, discussion, team solving tasks</p>	Exam
	Microeconomics	<p>W1: understands the economic processes occurring on the market and within the enterprise, taking into account the environment in which it operates - K_W03</p> <p>W2: understands the process of rational decision-making implemented by the consumer and decisions made in the enterprise - K_W05</p> <p>U1: uses theoretical knowledge to diagnose and interpret complex microeconomic problems occurring on the market or within the enterprise - K_U01</p>	<p>Conversational lecture, talk, case study, discussion</p>	Exam
	Finance	<p>W1: principles of corporate financial management, with particular emphasis on the use of operational and financial leverage when making decisions regarding the structure of assets and capital - K_W06.</p> <p>U1: demonstrates knowledge of the essence and the ability to use selected financial management tools in enterprises - K_U01.</p> <p>U2: is able to search for, analyze and use information in decision-making processes in the area of financial management in enterprises - K_U02.</p>	<p>multimedia presentation, informative lecture, analytical lecture, synthetic lecture, problem-solving lecture, discussion</p>	Exam

Module - main course subjects	Seminar	<p>W1: knows the principles of writing diploma theses and the methods of collecting, processing and analyzing data necessary for writing them. K_W07</p> <p>U1: is able to formulate research problems and hypotheses - K_U01, K_U03</p> <p>U2: is able to study literature - K_U01, K_U05, K_U010</p> <p>U3: the ability to practically apply methods of collecting, processing and analyzing data, interpreting data and formulating conclusions for management practice, presenting results and editing texts - K_U02, K_U03, K_U04, K_U06, K_U09, K_U010</p>	Case studies, group discussion, multimedia presentation	Passing the grade/Exam
	Academic Writing	<p>W1: the rules of Master's Thesis writing at the Faculty of Economic Sciences and Management (K_W01, K_W07, K_U06)</p> <p>U1: use the stylistic conventions of academic writing (K_U03)</p> <p>U2: Effectively summarize and analyze various texts while identifying and highlighting their main ideas and messages (K_U07)</p>	methods developing reflective thinking methods for presenting content methods of exchange and discussion	Passing the grade

	Organizational Behaviour	<p>W1: characterizes organizational phenomena related to the behavior of people in the organization at the individual, group and organizational levels, explaining their impact on the effectiveness of the organization (K_W04)</p> <p>W2: describes how the behavior of people in the organization at the individual, group and organizational levels influence the management processes in the organization (K_W06)</p> <p>W3: describes the relationship between the behavior of people in the organization and the principles of ethics and the goals of sustainable development (K_W08)</p> <p>U1: applies knowledge about the behavior of people in the organization to diagnose and explain organizational problems (K_U01).</p> <p>U2: applies appropriate methods and tools to diagnose and explain organizational problems (K_U03).</p> <p>K1: demonstrates readiness to participate in team projects related to solving organizational problems and initiating activities promoting social responsibility (K_K03).</p>	Conventional lecture with the use of multimedia presentation; exercises - teamwork, case studies	Exam
	Project Management	<p>W1: lists the institutional structures used in project implementation and the known structures of the project team and determines the possibilities/conditions of using these structures, their advantages and disadvantages - K_W03</p> <p>W2: formulates and models decision-making problems related to project management and selects the appropriate decision-making support/making method from the point of view of the decision-making problem under consideration - K_W05</p> <p>W3: presents the functional scheme of project implementation and the structure of work division within the project, and also conducts a risk analysis for the project - K_W06</p> <p>U1: uses quantitative methods in the project management process, interprets the obtained results and uses them to make the best decisions - K_U03</p>	lecture, exercises, description, talk, multimedia presentations, solving tasks, projects	Passing the grade

	Human Resources Management	<p>W1: knows and understands the evolution of selected aspects of human resources management - K_W01</p> <p>W2: knows the methods of explaining economic and social processes and the methods of predicting their consequences for HRM - K_W03</p> <p>W3: has basic knowledge of the behavior of people in the organization at the individual, group and institutional level, including their impact on the effectiveness of the organization - K_W04</p> <p>W4: knows at an advanced level the activities, methods and techniques used to obtain, process and present data on human capital and distinguishes their usefulness in management processes in the organization - K_W07</p> <p>W5: principles of ethics and sustainable development related to HRM - K_W08</p> <p>U1: is able to use theoretical knowledge to diagnose and interpret complex and non-standard problems related to HRM - K_U01</p> <p>U2: is able to apply appropriate HRM methods and tools, including advanced information and communication techniques, assessing their effectiveness in solving complex problems related to shaping human capital in the organization - K_U03</p> <p>K1: identifies and solves ethical dilemmas related to HRM, promoting the principles of ethics, care for the achievements of the profession and supporting their implementation in the organization - K_K02</p>	lecture with multimedia presentation, case study, group discussion, talk, project	Exam
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	Quality Management	<p>W1 – knows and understands the historical evolution of quality management concepts and their impact on the development of contemporary approaches to organizational management. Is able to explain the place of quality management in the system of management sciences and its importance for the effectiveness of the organization. (K_W01)</p> <p>W2 – knows the methods and techniques used to obtain, process and present data on quality in the organization, including statistical tools and quality management systems. Is able to assess their usefulness in decision-making processes and organizational improvement. (K_W07)</p> <p>U1 – is able to apply appropriate quality management methods and tools, including advanced information and communication techniques, to analyze and solve quality-related problems in the organization. Assesses the effectiveness of the methods used in practice. (K_U03)</p> <p>U2 – is able to analyze and forecast changes in quality management systems, taking into account the dynamic market and regulatory environment. (K_U04)</p> <p>K1 – is prepared for teamwork in the area of quality management, initiates actions for quality improvement and promotes the social responsibility of the organization. Supports cooperation with stakeholders in order to ensure high quality standards. (K_K03)</p>	<p>Problem-based lecture, multimedia presentations, case study</p> <p>Exercises: talk, workshops, team exercises</p>	Exam
	IT in Management	<p>W1: knows the IT tools that allow for obtaining data and transforming it into information needed for decision-making purposes K_W07</p> <p>U1: is able to use a spreadsheet at work - K_U09</p> <p>U2: is able to use a database at work - K_U09</p>	<p>The course involves solving management problems using a spreadsheet and a database management system.</p>	Passing the grade

	Marketing	<p>W1: knows the origins of marketing and its evolution towards sustainable marketing, supporting the implementation of the principles of sustainable development (K_W01, K_W08)</p> <p>W2: Knows the conditions for the development and characteristics of production-, sales- and marketing-oriented organizations (K_W03)</p> <p>W3: Knows the main elements of the organization's environment and its strategic potential (K_W03)</p> <p>W4: Knows the SWOT analysis factors and explains its procedure (K_W03)</p> <p>W5: Knows the basic assumptions of market segmentation (K_W06)</p> <p>W6: Knows the basic elements of marketing mix and the principles of rational decision-making regarding their formation (K_W06)</p> <p>U1: Is able to analyze the organization's environment and its strategic potential using SWOT analysis (K_U01)</p> <p>U2: Is able to plan marketing activities and instruments included in the marketing mix (K_U01)</p> <p>U3: Is able to argue and justify proposed marketing solutions during discussions, effectively convincing other participants of the classes and adapting their proposals for the analysed case studies (K_U11)</p> <p>K1: Is ready to identify and resolve problems arising in organisations and propose solutions for them in the area of marketing (K_K04)</p>	<p>Lecture: lecture with elements of discussion, conducted using a multimedia presentation</p> <p>Exercises: talk, exchange of ideas, case study, discussion</p>	Exam
	Marketing Research	<p>W1: Knows the role of research in explaining economic and social processes occurring in an organization and its environment (K_W03)</p> <p>W2: Knows the main types of research and sources of information used in management (K_W07)</p> <p>W3: Knows random and non-random sampling techniques and knows how to determine the size of a random and non-random sample (K_W07)</p> <p>W4: Knows the basic methods of collecting data from primary sources and the corresponding measurement instruments (K_W07)</p> <p>W5: Knows the basic differences between a survey</p>	<p>Lecture: lecture with elements of discussion, conducted using a multimedia presentation</p> <p>Exercises: talk, exchange of ideas, case study, discussion</p>	Exam

		<p>questionnaire, an interview questionnaire and an interview scenario (K_W07)</p> <p>W6: Knows the basic types of questionnaire questions and the basic principles of constructing an interview questionnaire and a survey questionnaire (K_W07)</p> <p>W7: Knows the basic principles of ethics in research practice (K_W08)</p> <p>U1: Is able to identify the main types of research and types of information sources used in management research (K_U02, K_U03)</p> <p>U2: Is able to explain the need to use specific sources information and/or types of research to solve a given decision-making problem/to achieve a specific research goal – (K_U02, K_U03)</p> <p>U3: Justifies the choice of a specific data collection method, measurement instrument and sampling technique to solve a given decision-making problem/to achieve a specific research goal (K_U02, K_U03)</p> <p>U4: When creating an interview or survey questionnaire, is able to apply key guidelines regarding their correct construction, while ensuring their adequacy in relation to the adopted research assumptions (K_U02, K_U03)</p> <p>U5: Is able to determine the sample size in random and non-random sampling (K_U02, K_U03)</p> <p>K1: Is ready to identify and resolve substantive and ethical dilemmas related to the implementation of research in the area of management (K_K01)</p>		
	Accounting	<p>W1: has knowledge of the essence of accounting, its structure, role in enterprise management, legal conditions and knows the content of individual elements of the financial report [K_W01].</p> <p>U1: is able to properly analyze the economic content of basic economic operations and determine their impact on the balance sheet using accounting accounts [K_U02].</p> <p>U2: is able to record the formation of the result in various types of economic activity using accounting accounts and is able to prepare a profit and loss account [K_U03].</p> <p>K1: is able to explain the reasoning needed to solve the task [K_K01].</p>	<p>Lecture:</p> <ul style="list-style-type: none"> - multimedia presentation (Power Point), - case study, - numerical and accounting examples. <p>Exercises:</p> <ul style="list-style-type: none"> - accounting of economic transactions on T-accounts, - preparation of a simplified balance sheet 	Exam

			and profit and loss account.	
	Corporate Finance	<p>W1: principles of enterprise financial management, with particular emphasis on the use of operational and financial leverage when making decisions regarding the structure of assets and capital - K_W06.</p> <p>U1: demonstrates knowledge of the essence and the ability to use selected financial management tools in enterprises - K_U01.</p> <p>U2: is able to search for, analyze and use information in decision-making processes in the area of financial management in enterprises - K_U02.</p> <p>K1: While solving tasks (projects), the student actively participates in team problem-solving in the area of enterprise financial management in order to make appropriate decisions - K_K01.</p>	<p>Lecture - multimedia presentation, informative lecture, analytical lecture, synthetic lecture, problem-based lecture, discussion</p> <p>Exercises - case analysis, group discussions, tasks, case study.</p>	Exam

Module - supporting course subjects	Psychology	<p>W1: describes the influence of social psychological phenomena on processes occurring in the organization and its environment (K_W03)</p> <p>W2: explains the basic cognitive and emotional processes of a human being and their consequences for the functioning of the organization (K_W04)</p> <p>U1: when taking part in a discussion, is able to appropriately express his/her thoughts and opinions regarding selected psychological and social phenomena (K_U11)</p> <p>K1: cooperates in a team to solve problems occurring in organizations, taking into account psychological and social conditions (K_K03)</p>	Conversational lecture	Passing the grade
	Principles of Macroeconomics	<p>W1: lists and explains basic economic and financial concepts and their connections with management practice in organizations - K_W02</p> <p>U1: justifies and uses theoretical knowledge to obtain appropriate sources and verified information and to critically analyze, evaluate and synthesize them to identify relationships in economic processes and formulate recommendations - K_U02</p>	Informative and problem-based lecture using PowerPoint presentation.	Exam
	Logistics	<p>W1 - understands the essence of logistics, its place in the area of management sciences (K_W03)</p> <p>W2 - understands the importance of logistics in the functioning of an enterprise (K_W05)</p> <p>U1 - identifies the logistics processes and systems of an enterprise (K_U01)</p> <p>U2 - applies logistics management strategies and tools (K_U01)</p> <p>U3 - designs a logistics support system for an enterprise (K_U04)</p> <p>K1: is ready to think and act in an entrepreneurial manner (K_K04)</p>	Informative and conversational lecture with the use of presentations	Passing the grade

	Principles of Econometrics	<p>W01: advanced methods of describing the interdependencies between variables occurring in the organization and its environment and their use K_W05</p> <p>U01: use knowledge in the field of acquiring and processing numerical data, make a critical assessment of them and apply them to make management decisions K_U02</p> <p>K01: to initiate actions for the implementation of innovative solutions supporting the development of the organization K_K04</p>	The method of administration, the method of problem solving, the method of exercises, the method of laboratory using appropriate computer systems (MS Excel, Gretl)	Exam
	Economic Forecasting	<p>W02: sources of numerical data and methods of their acquisition, processing and acquisition in the context of their usefulness in management K_W07</p> <p>U01: analyzes the relationships between variables and forecast processes on a micro and macro scale in order to prepare scenarios of actions under conditions of uncertainty K_U04</p> <p>U02: uses IT systems, including those based on artificial intelligence, to analyze data and interpret results and formulate recommendations supporting decision-making processes K_U09</p>	The method of administration, the method of problem solving, the method of exercises, the method of laboratory using appropriate computer systems (MS Excel, Gretl)	Exam
	Management Games	<p>U1 - is able to diagnose and interpret financial, marketing and economic problems that appear in the practice of enterprise management K_U01</p> <p>U2 - is able to solve practical problems of enterprise management and make decisions leading to their efficient solution K_U01</p> <p>U3 - is able to work in a team K_U12</p> <p>K1 - is ready to think and act in an entrepreneurial way K_K04</p>	<p>Teaching methods that expose:</p> <ul style="list-style-type: none"> - simulation (simulation games) <p>Didactic methods that provide:</p> <ul style="list-style-type: none"> - conversational lecture - problem-based lecture <p>Didactic methods that seek:</p> <ul style="list-style-type: none"> - classical problem-based method 	Passing the grade

			<ul style="list-style-type: none"> - laboratory - observation - project - case study 	
	Business Plan	<p>W1: understands the role of organizational structures, processes occurring within them and in their environment, including financial processes, in the implementation of projects that are the subject of a business plan – K_W03.</p> <p>U1: is able to use various methods and tools to obtain and present information on complex aspects described in business plans - K_U03.</p> <p>U2: is able to create financial plans and apply methods of their analysis, which are an integral part of business plans - K_U04.</p> <p>K1: is able to take effective actions, initiating and implementing innovative solutions, in order to effectively implement the process of creating a business plan – K_K04.</p>	lecture discussion exercise project case study	Passing the grade
	Investments	<p>W1: knows the essence of investment and investing, understands the objectives of investments and their place in building the competitive potential of enterprises, knows the phases of investment project development and their stages, knows the basic areas of investment process organization, as well as the tasks of their participants, knows the sources of investment financing, identifies risks associated with investments – K_W05; K_W08</p> <p>U1: is able to obtain information on investment opportunities and conditions and make a critical assessment of them – K_U02</p> <p>K1: gains the ability to determine priorities for investment projects taking into account sustainable development aspects – K_K01</p>	Lecture: informative, conventional Exercises: exercise method	Passing the grade

Specialisation Module - Business Manager	Management Methods	<p>W1: knows and understands the concept of the organization as a system (K_W03)</p> <p>W2: knows the different types of problems occurring in the organization and rational ways of dealing with them (K_W05)</p> <p>W3: knows, understands and considers from the point of view of the relevant management sciences, methods and techniques used in the process of planning, organizing, motivating and controlling (K_W06)</p> <p>U1: is able to get data, information and knowledge needed to solve specific problems (K_U02)</p> <p>U1: is able to apply organizational methods and techniques appropriate for a given situation and the problem (K_U03)</p> <p>U4: can work in a team, sharing the work between team members (K_U12)</p> <p>K1: can use in the process of problem solving, solutions that exist in economic reality (K_K01)</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture; - project; - case study. 	Exam
	Organizational Analysis and Design	<p>W1: knows the basic elements of an organization and the processes occurring in organizations and their environment - K_W03</p> <p>W2: knows the methods of designing an organization in both the prognostic and diagnostic approach - K_W05</p> <p>U1: is able to design, analyze and forecast the variability of organizational structures in response to changing market conditions - K_U04</p> <p>K1: critically evaluates the knowledge held and, on this basis and on the basis of expert opinions, is able to create solutions in the field of organizational structures, and thanks to this, improve the organization's operations - K_K01.</p>	<p>multimedia lecture, case studies, individual projects, team projects, project presentations</p>	Exam

	Corporate Social Responsibility	<p>W1: is able to define and explain the essence of corporate social responsibility (CSR) and indicate examples of "good practices" in this field - K_W01;</p> <p>W2: knows, understands and considers from the point of view appropriate to management sciences the principles of sustainable development of an organization using corporate social responsibility - K_W08</p> <p>U1: together with a team is able to prepare assumptions for the implementation of a social project in which internal and external stakeholders will participate K_U05</p> <p>K1: has the competence to identify and resolve dilemmas in the area of CSR, including ethical, moral and legal ones - K_K02;</p> <p>K2: is characterized by proficiency in participating in team campaigns based on CSR projects - K_K03</p>	<p>1. Informative and problem-based lecture using PowerPoint presentations</p> <p>2. Lecture with elements of moderated discussion</p>	Passing the grade
	Group Dynamics in Organization	<p>W1: lists and describes various team roles (K_W04)</p> <p>U1: identifies problems related to team-work (K_U06)</p> <p>U2: plans effective solutions for identified problems (K_U12)</p> <p>K1: creatively participates in work of teams solving management problems (K_K01)</p>	<p>informative lecture</p> <p>case study</p> <p>role-play game</p>	Passing the grade
	Development and Measurement of Employees' Satisfaction	<p>W1: the importance of employee satisfaction measurement for efficient course of management process – K_W06</p> <p>W2: the causes and consequences of employee satisfaction – K_W04</p> <p>W3: methods used to measure employee satisfaction – K_W07</p> <p>U1: apply one of the employee satisfaction measurement method – K_U01, K_U03</p> <p>U2: to work in team – K_U12</p> <p>U3: present publicly the analysis results and findings – K_U07</p> <p>K1: creative participation in projects aiming at solving problems in business and non-profit organizations – K_K03</p>	<p>informative lecture</p> <p>case study</p>	Passing the grade

	Creation and Measurement of Customers' Satisfaction	<p>W1: uses the advanced concepts of building and measuring customer satisfaction. K_W07</p> <p>U1: Is able to identify and analyze factors determining customer satisfaction K_U02</p> <p>K1: Verifies data sources by subjecting them to critical analysis. K_K01</p>	Lecture problem, multimedia presentations, case studies, exchange of ideas,	Passing the grade
	International Management	<p>W1: has knowledge of the process of globalization of the world economy. Knows and understands theories explaining the behavior of enterprises on international markets, including the processes of internationalization of enterprises, models of internationalization and motives for undertaking activities on foreign markets - K_W02, K_W08</p> <p>W2: knows the strategies for internationalization of activities and available forms of entering foreign markets, as well as the determinants of their selection. Knows and understands the opportunities and threats related to conducting business on foreign markets, including understanding the types of risks in international activities - K_W02, K_W08</p> <p>U1: is able to design an appropriate strategy for entering a foreign market, taking into account available forms and risks - K_U01, K_U02.</p> <p>K1: gains the ability to obtain and evaluate information necessary in managing projects related to the internationalization of the enterprise's activities - K_K01.</p> <p>K2: is able to critically evaluate different approaches to conducting international activities, taking into account their effectiveness and impact on stakeholders - K_K01.</p>	informative lecture, conversational lecture	Exam

	Innovation Management	<p>W1: can define innovation – K_W01</p> <p>W2: knows types of innovation - K_W03</p> <p>W3: knows theories of innovation – K_W01</p> <p>W4: knows sources of innovation - K_W01</p> <p>W5: has advanced knowledge of the process of innovation – K_W06</p> <p>W6: can define and describe the innovation strategy – K_W03</p> <p>W7: can describe founding innovation – K_W06</p> <p>W8: knows main problems connected with managing innovation –K_W02,</p> <p>U1: assess the level of business innovation - K_U02</p> <p>U2: plan and organize the innovation process - K_U06</p> <p>U3: present the designed organization innovative process - K_U07</p> <p>K1: work in a group assessing business innovation - K_K03</p> <p>K2: work in a group designing the innovation process of organization - K_K03</p>	<p>Conventional lecture and problems lecture.</p> <p>Tutorials: classical problematic method, case study.</p>	Exam
	Management of External Relations	<p>W1: recognizes the types of relationships between an enterprise and stakeholders operating in its environment - K_W04</p> <p>W2: understands the essence and significance of relationships between an enterprise and stakeholders operating in its environment - K_W04</p> <p>W3: knows the essence of the concept of corporate social responsibility - K_W09</p>	<p>Informative lecture, Powerpoint presentation</p>	Exam
	Service Management	<p>W1: knows and understands to a significant extent, selected methods and tools of data acquisition, description, modelling and identification of regularities governing economic processes (K_W07)</p> <p>U1: is capable of using the acquired knowledge in practice in various fields and forms and critically analysing the effectiveness and usefulness of this knowledge (K_U02)</p> <p>K1: is willing to acquire knowledge, critically evaluating information and data necessary for the processes of solving problems that occur in a service organization (K_K01)</p>	<p>Conventional lecture and problems lecture.</p> <p>Exercises: classical problematic method, case study.</p>	Passing the grade
The study program does not provide for professional internships.				

Detailed ECTS score indicators							
Scientific or artistic disciplines to which the learning outcomes relate:							
	Scientific or artistic discipline					ECTS points	
						Number	%
1.	Management and Quality Studies					151	84%
2.	Economics and Finance					29	16%
Group of subjects	Course	Number of ECTS points	Number of ECTS in the discipline:		Number of ECTS points from elective courses	The number of ECTS points that a student receives for courses conducted with the direct participation of academic teachers or other persons conducting courses	The number of ECTS points that a student obtains by completing: courses related to scientific activities conducted at the university in the discipline or disciplines to which the field of study is assigned
			Management and Quality Studies	Economics and Finance			
Group of subjects I: general education subjects	Computer Science	2,0	2,0			1,0	0,0
	Intellectual Property Protection	1,0	1,0			0,75	0,0
	Contemporary Learning Techniques	1,0	1,0			0,75	0,0
	Business English	7,0	7,0			3,5	0,0
	Physical Education	0,0	0,0			0,0	0,0
	Humanities lectures, university lectures	9,0	9,0		9,0	4,5	0,0
	Occupational Safety, Health and Ergonomics	0,0	0,0			0,0	0,0
	Seminar	12,0	12,0		12,0	6,0	12,0
Module - Basic subjects	Mathematics	6,0	3,0	3,0		3,0	6,0
	Descriptive Statistics	3,0		3,0		1,5	3,0
	Law in Business	5,0	5,0			2,5	1,0
	Principles of Management	7,0	7,0			3,5	7,0
	Organization Theory	7,0	7,0			3,5	5,0
	Microeconomics	4,0		4,0		2,0	2,0
	Finance	4,0	2,0	2,0		2,0	4,0
Module - main course subjects	Academic Writing	2,0	2,0			1,0	0,0

	Organizational Behaviour	4,0	4,0			2,0	4,0
	Project Management	3,0	3,0			1,5	3,0
	Human Resources Management	8,0	8,0			4,0	8,0
	Quality Management	5,0	5,0			2,5	5,0
	IT in Management	2,0	2,0			1,0	2,0
	Marketing	8,0	8,0			4,0	8,0
	Marketing Research	8,0	8,0			4,0	8,0
	Accounting	4,0		4,0		2,0	4,0
	Corporate Finance	6,0	4,0	2,0		3,0	3,0
Module - supporting course subjects	Psychology	2,0	2,0			1,0	0,0
	Principles of Macroeconomics	5,0		5,0		2,5	5,0
	Logistics	2,0	2,0			1,0	2,0
	Principles of Econometrics	4,0		4,0		2,0	4,0
	Economic Forecasting	2,0		2,0		1,0	2,0
	Management Games	2,0	2,0			1,0	0,0
	Business Plan	2,0	2,0			1,0	0,0
	Investments	4,0	4,0			2,0	4,0
Specialisation Module - Business Manager	Management Methods	5,0	5,0			2,5	5,0
	Organizational Analysis and Design	5,0	5,0		5,0	2,5	5,0
	Corporate Social Responsibility	3,0	3,0		3,0	1,5	3,0
	Group Dynamics in Organization	3,0	3,0		3,0	1,5	1,0
	Development and Measurement of Employees' Satisfaction	3,0	3,0		3,0	1,5	3,0
	Creation and Measurement of Customers' Satisfaction	3,0	3,0		3,0	1,5	3,0
	International Management	4,0	4,0		4,0	2,0	4,0
	Innovation Management	5,0	5,0		5,0	2,5	5,0
	Management of External Relations	5,0	5,0		5,0	2,5	5,0
	Service Management	3,0	3,0		3,0	1,5	3,0
TOTAL		180,0	151,0	29,0	55,0	90,5	139,0
Specialisation Module - Business Manager			84%	16%	31%	50%	77%

Groups of subjects	Course	Programme content
General subjects	Computer Science	Creating documents in Microsoft Word Acquiring and preparing data in Microsoft Excel Performing calculations using functions and formulas in Microsoft Excel Creating visualizations in Microsoft Excel and PowerPoint
	Intellectual Property Protection	The specificity of intangible resources and their place in a modern organization Types of knowledge and knowledge protection Intellectual property and intellectual property rights - solutions Intellectual property and intellectual property rights - designations Intellectual property and intellectual property rights - works
	Contemporary Learning Techniques	Kolb's Learning Cycle Reading Strategies Engaged Note-Taking and Creative Thinking Techniques Memory Techniques
	Business English	Organisations and their structures; Company types Organisations and their structures; Company types Supply chain management Quality management Marketing Strategy Customer relationship management Accounting Finance Presentations Job Application Writing Business Emails Business Meetings
	Physical Education	depends on the chosen course
	Humanities lectures, university lectures	depends on the chosen course
	Occupational Safety, Health and Ergonomics	Potential hazards in the place of study and residence Health-damaging, burdensome and dangerous factors - prevention Introduction to ergonomics Fire protection First aid principles

Basic subjects	Mathematics	Operations on matrices, determinant and rank of matrices. Methods of solving systems of linear equations. Derivatives of functions: interpretation, properties and calculation. Application of derivatives to solving optimization problems. Mathematical formulation of business problems.
	Descriptive Statistics	Basic definitions and terms of statistics. Characteristics of the distribution of a variable. Stochastic dependence – measures of dependence and correlation. Dynamics of phenomena (moving averages, trend models, statistical indexes).
	Law in Business	Commercial contract law, Basic types of contracts in business practice, Legal consequences of breach of contractual obligation, Entrepreneur law.
	Principles of Management	Objective and subject of management science Origins of management science Basic trends in management science Definition of management and management process Basic functions of management: planning Basic functions of management: organizing Basic functions of management: motivating Basic functions of management: controlling
	Organisational Theory	Organization typology Organization in the environment Organization resources Enterprise as a basic organization
	Microeconomics	Introduction to Microeconomics Market – Analysis of Market Equilibrium and Disequilibrium Consumer Decision-Making Process Enterprise Decision-Making Process Considering Different Market Structures
	Finance	Financial market – functioning, structure, components Financial institutions – classifications and types Investors on financial market Socially responsible investing The new trends on financial market
Main course subjects	Seminar	Research problem in the field of management and quality sciences Research procedure Research methodology Analysis and interpretation of results

	Academic Writing	Structure of Scientific Paper Literature Review Research Methodology APA7 Style
	Organizational Behaviour	Organizational culture Groups and teams in the organization Power and leadership in the organization Individual behavior in the organization Green behavior of employees
	Project Management	The nature and categories of projects The nature and course of project management Functional problems of project management Institutional problems of project management Methods in project management
	Human Resources Management	Evolution and determinants of HR Analysis and planning of human resources in an organization Main areas of HR: recruitment and derecruitment of employees, assessment, development, motivation Solving problems and designing solutions in the area of the HR function in an organization
	Quality Management	Definitions of quality, Evolution in the approach to quality issues, Precursors and assumptions of the TQM (Total Quality Management) concept, Issues of standardization and certification of management systems, Methods and tools of quality management;
	IT in Management	IT Tools in Management IT Development IT Security
	Marketing	Marketing and marketing mix (interpretation, evolution, traditional marketing and sustainable marketing) Characteristics of production-, distribution- and marketing-oriented organizations Environment of the organization and its potential, opportunity, threat, weakness and strength of the organization, SWOT analysis Market segmentation - concept, sample segmentation criteria Product in marketing - concept, classification, product brand, product life cycle Methods of setting prices for products Product distribution, types of distribution channels Types of promotional activities - advantages and limitations of their use

	Marketing Research	Basic types of research and information sources used in the area of management Random and non-random sampling techniques Determining the sample size in random and non-random sampling Main data collection methods used in the area of management and their corresponding measurement instruments Construction of a survey questionnaire and interview questionnaire Ethical challenges in the researcher's practice
	Accounting	The scope of management accounting Cost and revenue classification Pricing decisions
	Corporate Finance	Time Value of Money Break-Even Analysis Financial Management Levers
Supporting course subjects	Psychology	Paradigms and Approaches in Psychology Basic Understanding of the Psychic Apparatus Basic Social Phenomena Personality Theories and Related Terms
	Principles of Macroeconomics	Basic Problems of Macroeconomics and National Income Accounting. Determinants of Production in Keynesian and Classical Models. Money, Inflation, and Unemployment. Monetary and Fiscal Policy in Keynesian and Classical Models. Economic Growth and the Business Cycle. Exchange Rates, Foreign Trade, and Trade Policy
	Logistics	The Purpose, Essence and Mission of Logistics Phase Division of Logistics Logistics Support in the Product Life Cycle Inventory Management Logistics in Competitive Strategies Supply Chain Strategies
	Principles of Econometrics	Fundamentals of Econometrics Classical Linear Econometric Model Classical Least Squares Method (LSM)
	Economic Forecasting	Basics of Forecasting Forecasting Based on the Classical Linear Model Forecasting Based on Growth Trend Models
	Management Games	Decision-making regarding enterprise management processes Strategic analysis in the virtual market Financial and marketing analysis of simulated enterprises Constructing enterprise development plans

	Business Plan	Business model Concept, features and functions of the plan Business plan structure Project implementation schedule Strategic analyses Financial analysis Investment project efficiency analysis Financial planning
	Investments	Investments in the theory of economic growth The concept and essence of investment Investment project, investment undertaking and task, investment object Investment project development cycle Social responsibility of investment process participants
Specialisation Module - Business Manager	Management Methods	Management methods in contemporary organizations Planning and decision making methods Organizing methods
	Organizational Analysis and Design	Knowledge of organizational structures Responsibility matrices Structure design techniques
	Corporate Social Responsibility	The Meaning and Importance of Corporate Social Responsibility Evolution of CSR Moral and economic arguments for CSR
	Group Dynamics in Organization	The nature of groups in organization Team development model Team roles
	Development and Measurement of Employees' Satisfaction	Employee Satisfaction Factors Satisfaction Evaluation Methods Employee Satisfaction Analysis
	Creation and Measurement of Customers' Satisfaction	Identifying Customer Needs Customer Satisfaction Management Importance of Customer Satisfaction
	International Management	International Business Internationalization Foreign Market Entry Strategies Foreign Direct Investment Foreign Trade International Risks Cultural Differences

	Innovation Management	Types of Innovation Theory of Innovation Sources of Innovation Innovation Strategy
	Management of External Relations	Key trends in the contemporary business environment Typology of relationships created by the company in the market The concept of relationship marketing Relationships of the company within its supply chain Cooperation as a manifestation of building relationships between competitors
	Service Management	Framing service operations Service people Delivering service Improving service operations

This study programme is effective as of the first winter semester of the academic year 2025/2026.