

SPECIALISATIONS IN THE FIELD OF MANAGEMENT



3 YEARS (6 SEMESTERS) OF BACHELOR'S DEGREE PROGRAMME

SPECIALITIES:

- Marketing and sales
- Human resources management
- Business management
- Project management in an organisation with PMI GAC accreditation
- Managerial Accounting CIMA



The GAC Accredited Program seal is a mark of Project Management Institute, Inc.



STUDIES ARE CONDUCTED
IN  OR IN 



SPECIALISATION: MARKETING AND SALES

You will receive the information necessary to work in marketing and sales departments. You will learn to prepare and implement marketing programmes, create ongoing task reports, and collaborate with marketing service providers. You will learn the most effective sales techniques, and find out how to build and manage sales teams.

LIST OF COURSES:

- Marketing Management,
- Marketing Communication,
- Knowledge Management
- Sales Management,
- Sales Techniques,
- Business Psychology.



CAREER AFTER STUDIES:



- marketing specialist,
- sales specialist,
- customer service specialist,
- sales representative.

SPECIALISATION: HUMAN RESOURCES MANAGEMENT

You will learn how to effectively build and develop the human capital of a company, with the help of knowledge of recruitment and selection, motivation, periodical assessment, and the complex development of employees. You will learn what “hard HR” is about – the entirety of administrative and payroll-related activities related to human resources.



LIST OF COURSES:

- Recruitment,
- Selection and On-boarding,
- Motivation systems,
- Knowledge Management
- Employee Development,
- Performance Appraisal System,
- Business Psychology.



CAREER AFTER STUDIES:



- HR and payroll specialist,
- recruitment and HR projects specialist,
- human resource management specialist.

SPECIALISATION: BUSINESS MANAGEMENT

This specialisation will prepare you to manage your own business, or a department of any organisation. You will learn how to conduct strategic analyses, as well as creating and implementing organisational strategies and policies in a dynamic, intercultural, business environment. In addition to that, you will learn tried-and-tested methods of human resources and budget management, as well as communication with clients and partners.



LIST OF COURSES:

- Small Company and Start-up Management,
- Change and Innovations Management,
- Knowledge Management,
- Business assessment and valuation methods,
- Leadership in Organisations,
- Business Psychology.



CAREER AFTER STUDIES:



- managerial positions in an organization at local, regional or global level,
- you can start and run your own business.

SPECIALISATION: PROJECT MANAGEMENT IN AN ORGANISATION WITH PMI GAC ACCREDITATION

If you want to independently lead projects, this specialisation will teach you how to do just that. In addition, you will learn how to support and manage projects: starting from preliminary analyses, through to planning, completion, and evaluation.



LIST OF COURSES:

- Trends in Project Management,
- PMI Methodology I,
- Project Knowledge Management,
- Agile Project Management Methodologies,
- PMI Methodology II,
- Project Management Psychology.



CAREER AFTER STUDIES:

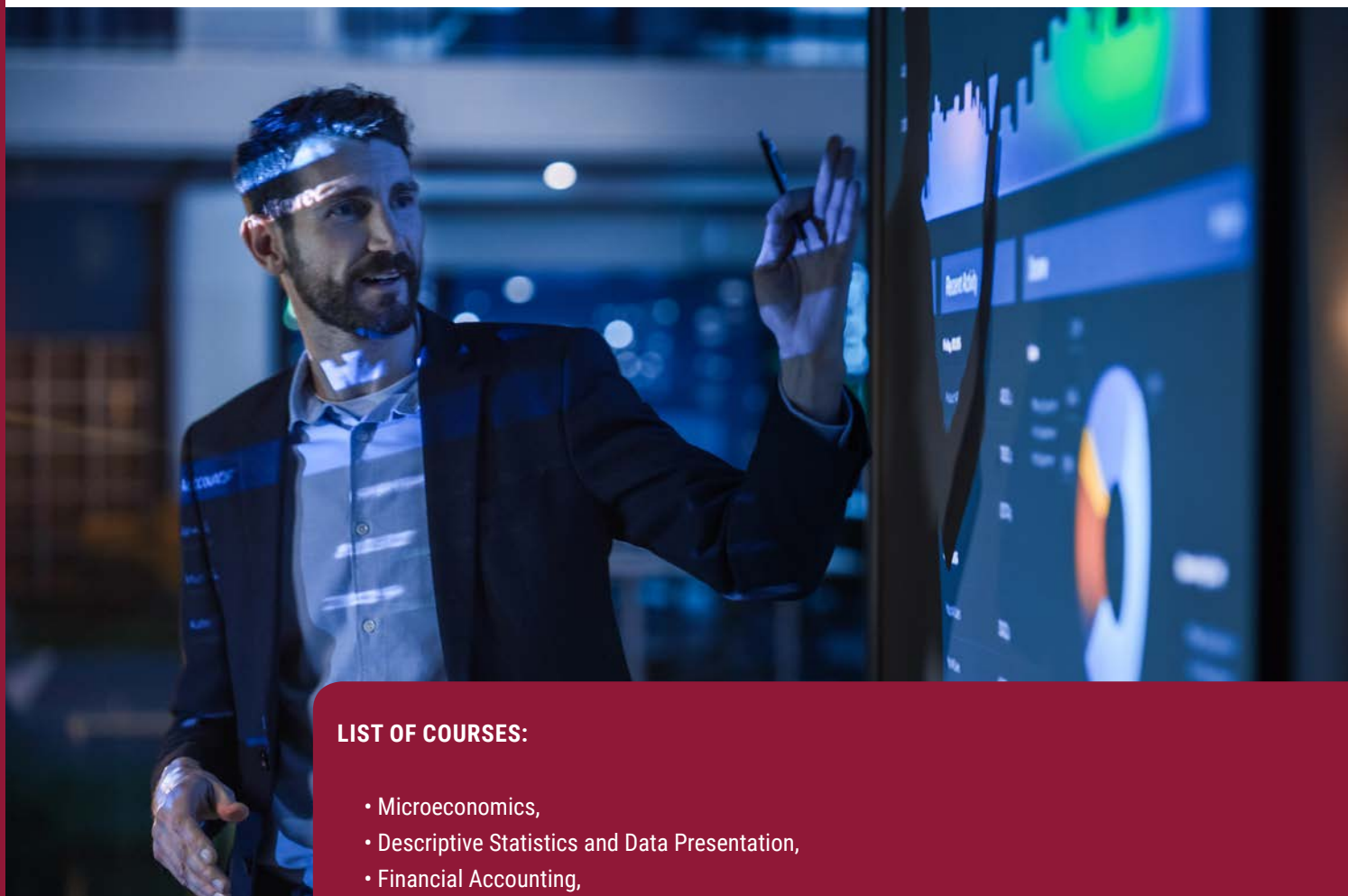
- project manager,
- project specialist.



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SPECIALISATION: MANAGERIAL ACCOUNTING CIMA

This specialisation is accredited by CIMA for 'Chartered Global Management Accountant' exam. CGMA is one of the most well-known professional qualifications and increases your employability beyond Poland. It opens the door to globally operating firms anywhere in the world, as it combines the financial knowledge with business decision making skills. Those who successfully complete the courses under this specialisation will be exempted from three CGMA operational level exams and proceed to CIMA's Operational Case Study Exam. Upon the successful passing of the Case Study Exam, you will receive Diploma in Management Accounting from CIMA, which entitles you to enter CGMA Management Level.



LIST OF COURSES:

- Microeconomics,
- Descriptive Statistics and Data Presentation,
- Financial Accounting,
- Public Finance,
- Management Accounting,
- Audit & Assurance,
- Non-financial Reporting and CSR,
- Analysis of Financial Reports.



CAREER AFTER STUDIES:

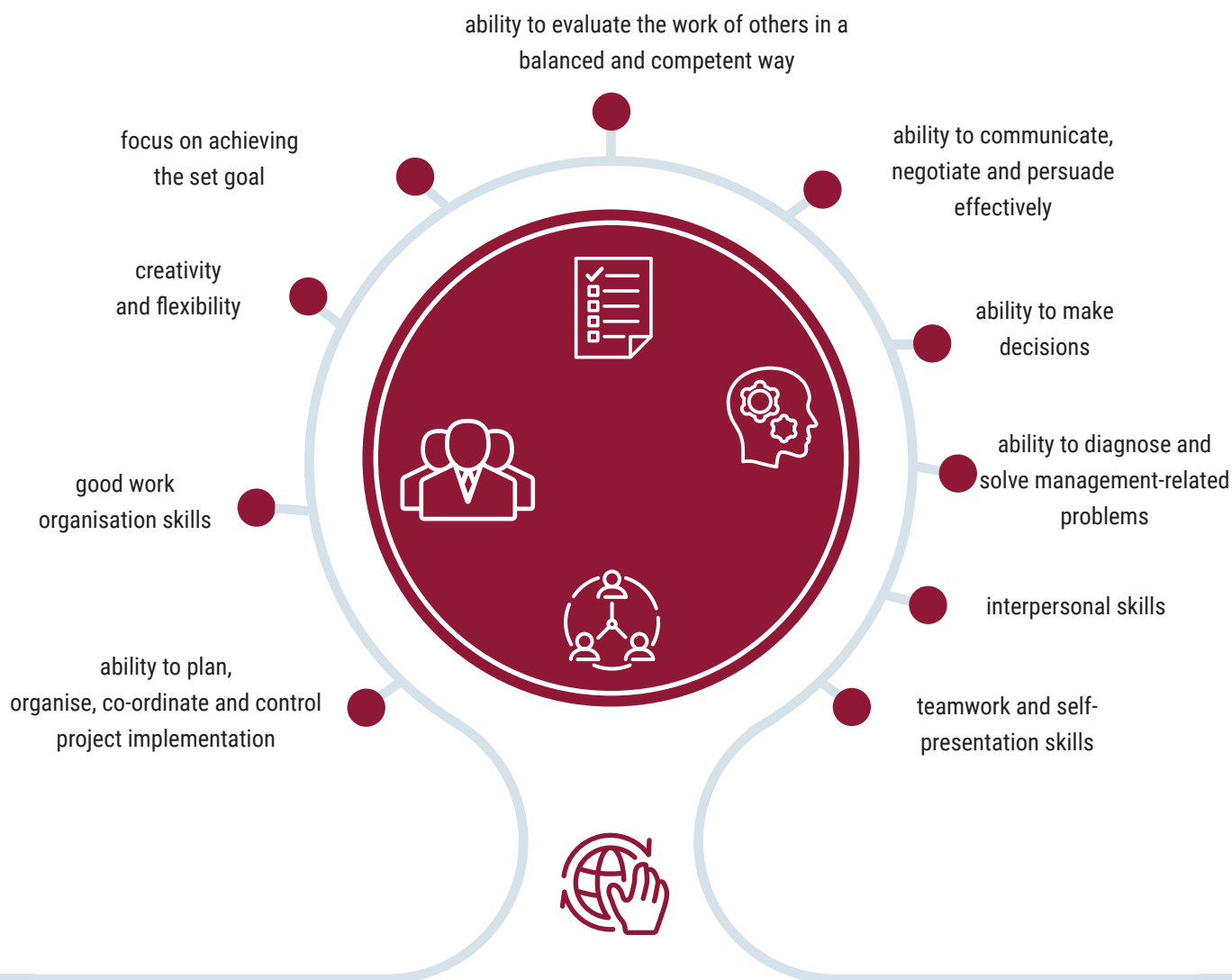
- accountants,
- financial analysts,
- financial managers.



AICPA® & CIMA®

Together as the Association of International
Certified Professional Accountants

ACQUIRED COMPETENCES AND SKILLS IN MANAGEMENT



AFTER COMPLETING YOUR BACHELOR'S DEGREE, YOU CAN CONTINUE YOUR STUDIES IN THE FOLLOWING SPECIALISATIONS DURING YOUR MASTER'S DEGREE:

2 YEARS (4 SEMESTERS) OF MASTER'S DEGREE PROGRAMME

- Marketing and sales management in South Korean companies
- Business administration in an international environment
- Marketing management in an international environment
- Human resources management in an international environment
- E-business project management in an international environment

INTERNATIONAL OFFICE



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LET'S MEET IN PERSON OR ON-LINE

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