

SPECIALISATIONS IN THE FIELD OF MANAGEMENT



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

SPECIALITIES:

- 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
- Energy Management
- Managerial Accounting CIMA



STUDIES ARE CONDUCTED
IN  OR IN 

SPECIALISATION: MARKETING AND SALES MANAGEMENT IN SOUTH KOREAN COMPANIES

A graduate of this sub-major is prepared to utilise his/her skills as a Marketing Director, Senior Sales and Marketing Specialist, and PR and Communications Director, in South Korean companies. People, with this sub-major, will know the basics of the Korean language and business culture. They will know how to create appropriate images of brands and organisations from the private and public sectors.



LIST OF COURSES:

- Marketing strategies of South Korean companies,
- South Korean business culture with elements of Korean language learning,
- Sales and PR of South Korean companies,
- Conditions for managing a South Korean company.



CAREER AFTER STUDIES:



After this specialisation, you can start working as a Marketing, Sales, and PR specialist in South Korean companies. You will grasp the basics of the Korean language, get to know the Korean business culture, and learn about shaping the image of brands and organisations. from the private and public sectors. You will also gain knowledge about the processes of cultural and social changes.

You will learn about International Marketing at all levels - from market relations to public-private partnership programmes. The above-mentioned issues are presented in the broad context of Marketing and PR issues of companies, commercial and non-profit organisations.

PROFESSIONAL PERSPECTIVES:

- Marketing Director in a Korean company,
- Senior Sales and Marketing specialist,
- PR and Communication Director.

SPECIALISATION: BUSINESS ADMINISTRATION IN AN INTERNATIONAL ENVIRONMENT

You will learn the key aspects of international activity, which will enable you to either found your own company, or effectively manage a corporation. You will be able to develop effective business strategies and plans, know how to ensure the successful entry of a company into an international market, and acquire the best employees.



LIST OF COURSES:

- International aspects of human capital management,
- Internationalisation of companies,
- System Approach in Management,
- Strategic management.



CAREER AFTER STUDIES:



- Department Director,
- Regional Director (especially on an international scale),
- Chief Executive Officer.

LIST OF COURSES:

- Digital marketing,

- Digital marketing,
- Trade marketing,
- Strategic marketing,
- Strategic communication.



- Marketing Director in an international corporation,
- Sales and Marketing Director,
- Commercial Director.

SPECIALISATION: HUMAN RESOURCES MANAGEMENT IN AN INTERNATIONAL ENVIRONMENT

You will learn how to effectively recruit the best employees (and how to ensure that they stay in the company), along with how to incentivise them to actively participate in the development of your organisation. You will gain expert knowledge of building and implementing human capital management strategies and programmes.



LIST OF COURSES:

- International aspects of human capital management,
- Talent management,
- Leadership and change,
- Employer branding.



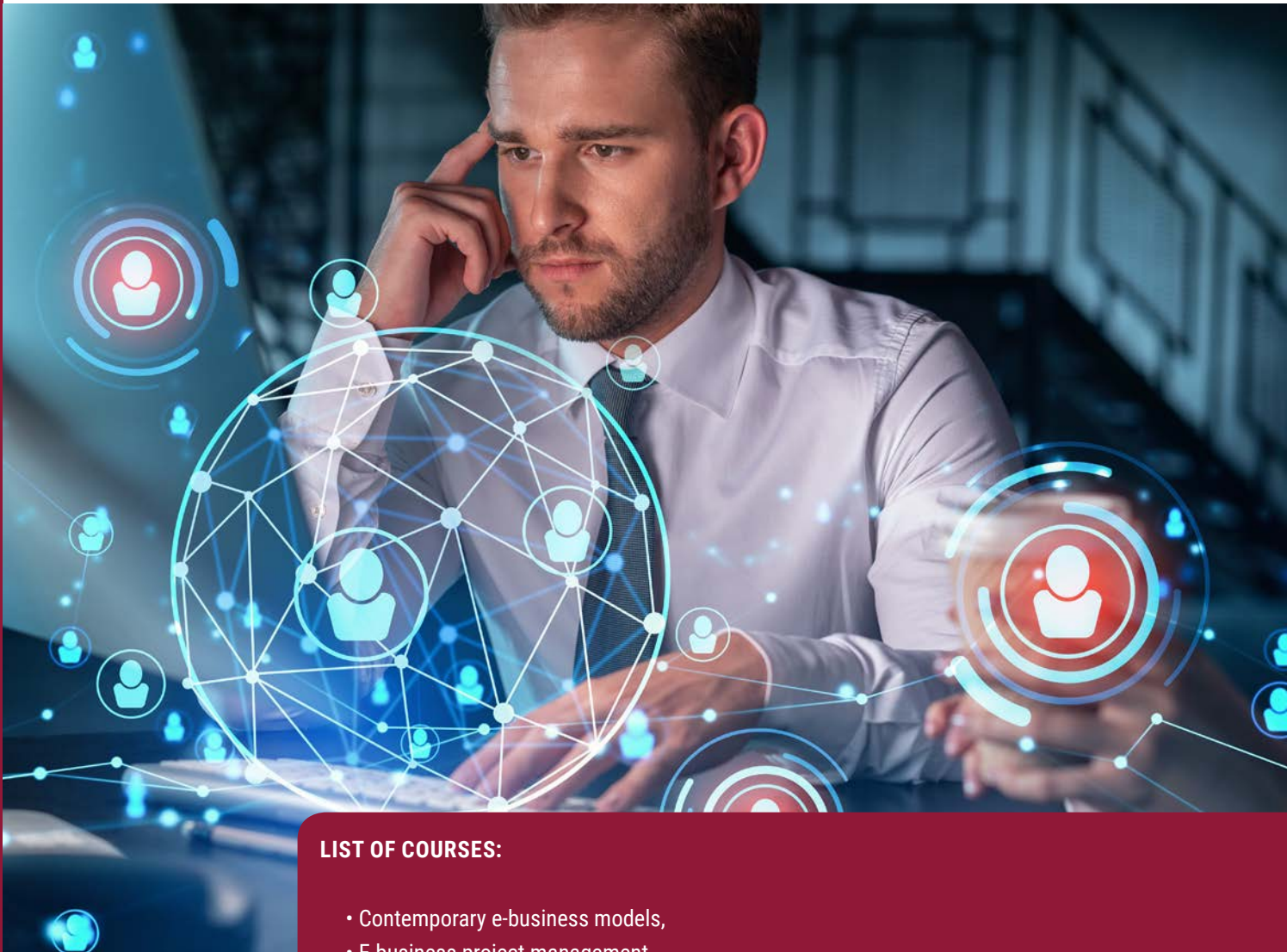
CAREER AFTER STUDIES:



- HR director in an international corporation,
- Senior Talent Acquisition Specialist,
- Recruitment and Employer Branding Consultant.

SPECIALISATION: E-BUSINESS PROJECT MANAGEMENT IN AN INTERNATIONAL ENVIRONMENT

You will gain knowledge of the core aspects of e-business, how it is conducted and managed. You will also learn the intricacies of risk management, as well as discovering the possibilities offered by information technologies.



LIST OF COURSES:

- Contemporary e-business models,
- E-business project management,
- E-business plan,
- Digital marketing.



CAREER AFTER STUDIES:



- E-project Manager,
- E-Commerce Key Account Manager,
- Digital Product Manager.

SPECIALISATION: ENERGY MANAGEMENT

As an Energy Management graduate, you will be ready to take a leading role in shaping the energy industry for today and tomorrow. You will understand the energy transformation underway and gain the key knowledge and skills required for a successful career in the energy industry.



LIST OF COURSES:

- Supply Chain Management in Energy,
- Strategic Analysis for Energy Sector,
- Renewable Energy Issues,
- Global Energy Markets,
- Energy Project,
- Strategic Communications in Energy Sector,
- Risk Management and Business Continuity,
- Energy Management System.



CAREER AFTER STUDIES:

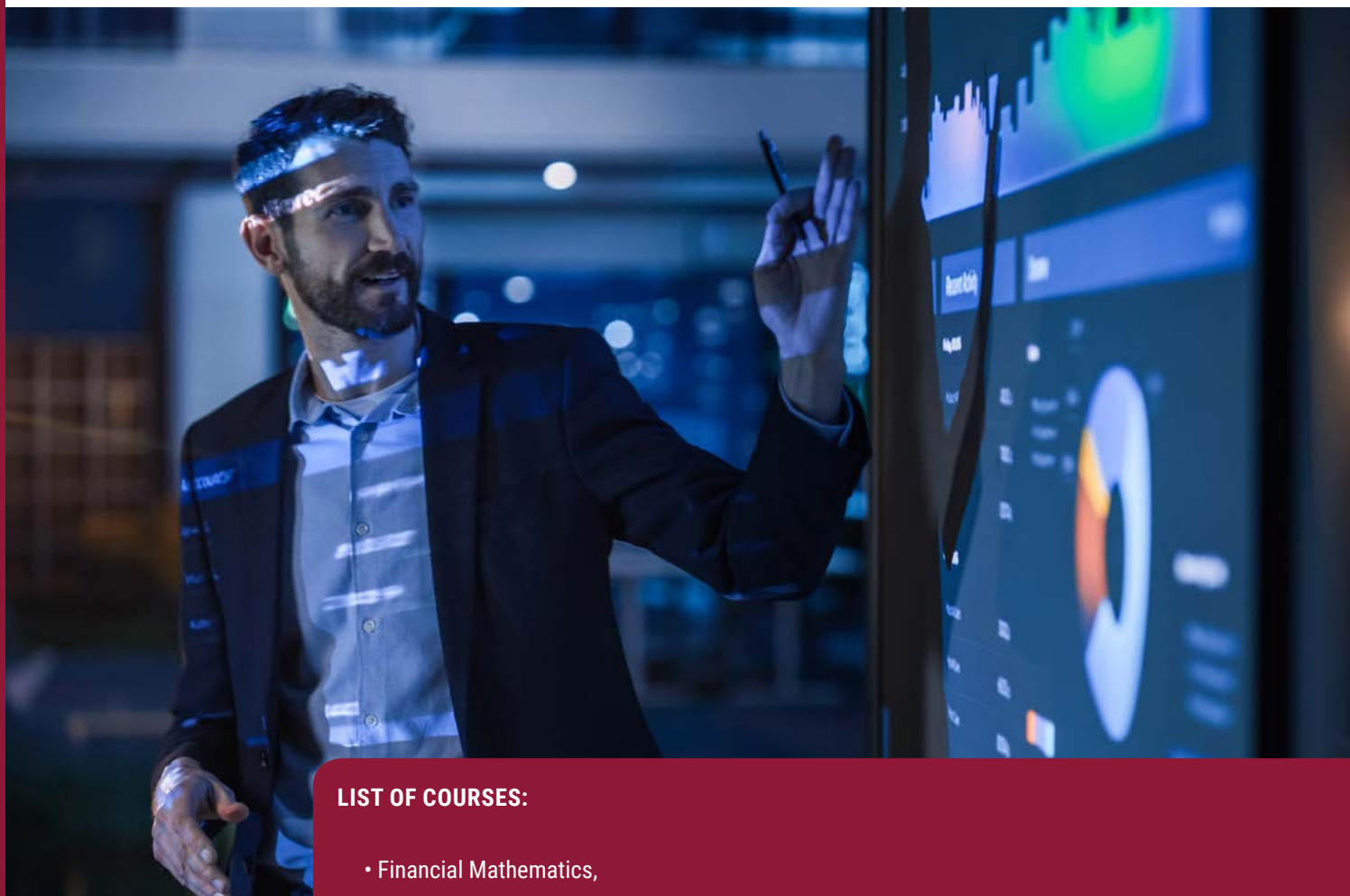


- specialist in energy assessment and effective energy management,
- energy consultant,

- entrepreneur in the energy industry,
- an employee of plants related to the acquisition, processing, transmission and distribution of energy.

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:

- Financial Mathematics,
- Financial Reporting Standards,
- Credit Institutions Management,
- Enterprise Valuation & Value-based Management.



CAREER AFTER STUDIES:

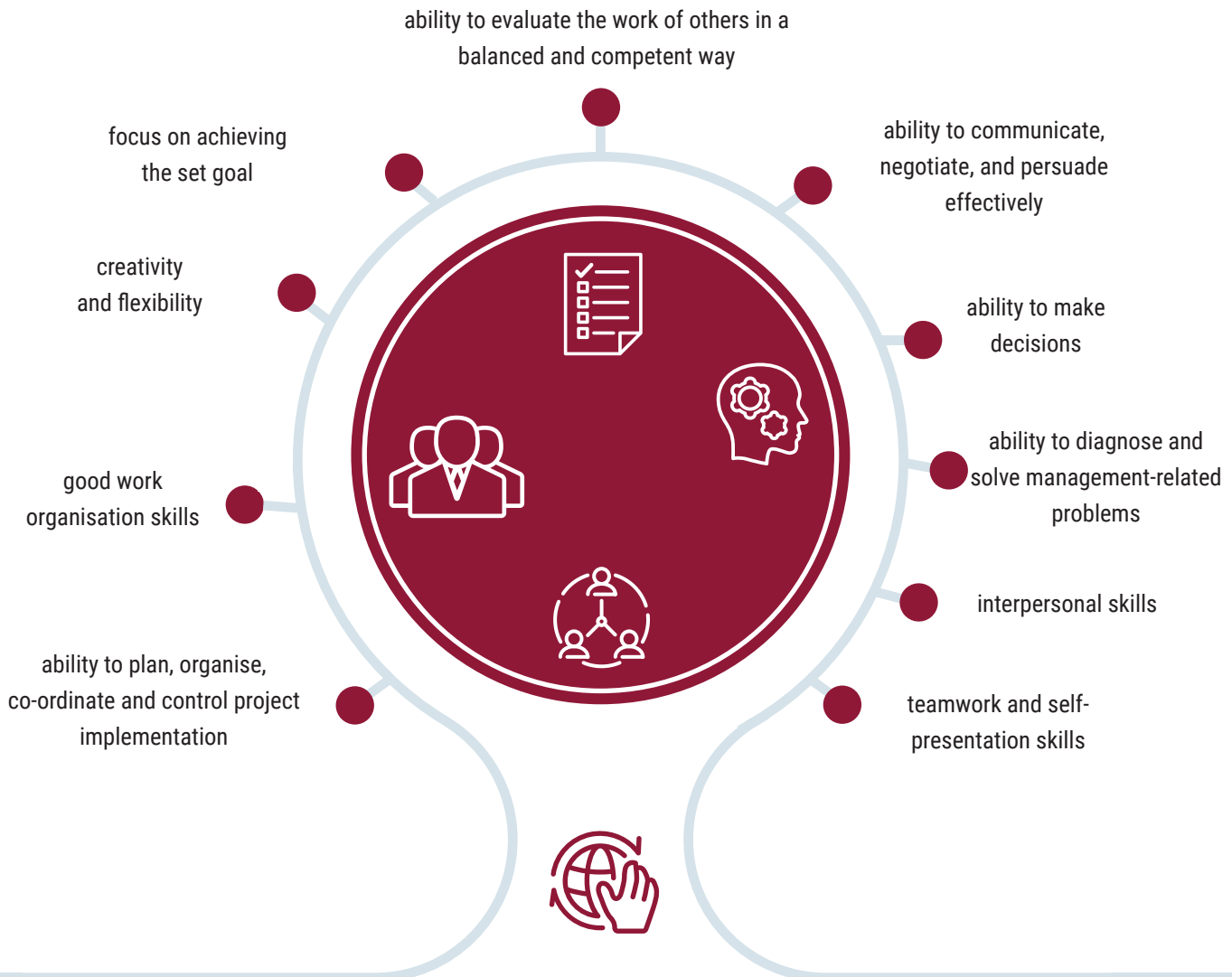
- accountants,
- financial analysts,
- financial managers.



AICPA® & CIMA®

Together as the Association of International
Certified Professional Accountants

ACQUIRED COMPETENCES AND SKILLS IN MANAGEMENT



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LET'S MEET IN PERSON OR ON-LINE

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