

STUDY PROGRAM

major: **MANAGEMENT**

study level: **first degree (bachelor's degree)**

profile: **practical**

study form: **full-time**

specialization: **Business Management, Personal Brand Management, Digital Marketing**

academic year: **2024/2025, 2025/2026, 2026/2027**

subject group	subject
1 SEMESTER	
general subjects	Occupational Health and Safety
	Career counseling /Assessment of Professional Competences
	Fundamentals of Management
	Sociology/Social Psychology
	Acedemic Life
	Polish/German/Spanish/English*
major subjects	Office Manager Tools
	Fundamentals of Economy
	Organizational Science
	Fundamentals of Marketing
2 SEMESTER	
general subjects	Polish/German/Spanish/English*
	Introduction to Law
	Intellectual Property Protection
	Business Excel
major subjects	Financial Accounting
	Fundamentals of Finance
	Human Resources Management
	Policy and strategy of the company
	Statistics in Practice
	Physical Education
3 SEMESTER	
general subjects	Entrepreneurship
	Communication
	Integrative Design I
major subjects	Economic Law
	Marketing Research
	Corporate Finance
	Public Speaking
	Organizational Behaviour
specialization subjects	Specialization Course 1
	Specialization Course 2

4 SEMESTER	
general subjects	Physical Education
	Business Ethics
major subjects	Analysis of the Economic and Financial Situation of the
	Integrative Design II
	Project Management in the Company
	Quality Management
	Business Plan
specialization subjects	Specialization Course 3
	Specialization Course 4
5 SEMESTER	
apprenticeship	Introduction to Internship
graduation	Pro-Dissertation
specialization subjects	Specialization Course 5
	Specialization Course 6
6 SEMESTER	
apprenticeship	Personal Branding (portfolio)
	Internship
graduation	Dissertation

Specialization courses:

Business Management	Personal Brand Management
Sales Management	Identification and Creation of Competences
Problems of Team Management	Workshop of the Leader and Speaker
Innovative Management	Own Brand Strategy
Valuation methods of enterprises	Own Brand Communication
Evaluation of investment projects	Marketing Tools in the Brand Strategy
Managerial Coaching	Public Relations - Personal Image Management
Digital Marketing	
Digital Marketing Strategies	
Digital Marketing Tools	
Search Engine Optimization	
Google Ads and Analytics	
Social Media Marketing	
E-PR Content Marketing	