

Study Programme: Part 1

General Characteristics of the Study Programme	
Unit responsible for education	Department of Management and Economics
Field of Study:	Management and Coaching
Study Area (Specialization): (the name of the area (specialization) must be appropriate to the content of the study program and especially to the assumed learning outcomes)	International Business
Level of Education: (first-cycle studies, second-cycle studies, long-cycle Master's studies)	Second-cycle studies
Study Profile: (general academic, practical)	Practical
Form of Study: (full-time, part-time) Optional specific study systems (e.g., dual)	Full-time studies
Number of semesters:	4
Internships (total duration):	480/3 months
Occupational health and safety training in the following areas:	-
Number of ECTS credits required to obtain qualifications corresponding to the study level	120 ECTS
Total Number of ECTS credits obtained:	
For courses requiring direct participation of academic teachers or other instructors:	64 ECTS
Within courses in the humanities or social sciences:	24,5 ECTS
Within internships:	70,2 ECTS
Within course modules related to practical vocational preparation:	80,5 ECTS
For courses delivered using distance learning methods and techniques:	6 ECTS
For elective courses:	72 ECTS
Percentage Share of ECTS Credits for Each Discipline (applies to a field of study assigned to more than one discipline):	
Leading discipline: Management and Quality Sciences	65% of the total number of ECTS credits
Discipline(s): Economics and Finance	35% of the total number of ECTS credits
Total Student Workload (NPS):	3062
Professional Title Awarded to Graduates:	Master's degree
Indication of Whether Stakeholder Opinions Were Considered in Defining Learning Outcomes and in the Preparation and Improvement of the Study Programme (please indicate which employers have signed agreements, whether meetings were held, how graduates are monitored, etc.)	Ivy Technology, PESA, Holkap, ZUS, SPX flow
Entry Requirements (expected candidate competencies – especially for second-cycle studies)	In accordance with the applicable internal and external legal regulations

Study Programme – Part II

Field of Study: **International Business**

Educational Modules and Intended Learning Outcomes						
Educational Modules	Katedra Zarządzania i Ekonomii	Zakładane efekty uczenia się	Intended Learning Outcomes Treści programowe zapewniające uzyskanie efektów uczenia się → Course Content Ensuring Achievement of Learning Outcomes	Assessment Type	ECTS Credits	Planned Methods of Verification of Learning Outcomes Achieved by the Student
Flexible Learning	Introduction to Scientific Information	K2P_W13, K2P_U04	Concept of information and its application in science; sources of scientific information; catalogues and bibliographic databases; scientific databases; licensed online knowledge bases; open repositories; information retrieval on the Internet; use of subject-specific information services; academic search engines; federated search systems; library information and retrieval systems.	Z	1	Online test conducted via the e-learning platform
	Library Training	K2P_W13, K2P_U04, K2P_K01	W5G library and information system; W5G Main Library (and branch libraries) and their online resources; online catalogues; access to collections and library services; database resources.	Z	0	Online test conducted via the e-learning platform
	First Aid	K2P_W12, K2P_W15, K2P_U01, K2P_K10	Cardiopulmonary resuscitation (CPR) procedures and algorithms; unconscious casualty management; airway obstruction; life-threatening neurological emergencies; symptoms and emergency response procedures; respiratory and cardiovascular emergencies; frostbite, thermal and chemical burns, electric shock injuries; wound management and hemorrhage control; musculoskeletal, head and spinal injuries; emergency response in various life-threatening situations and illnesses.	Z	1	Written test; practical tasks; observation of students during exercises; assessment and analysis of completed practical activities
	Specialized Information Systems	K2P_W13, K2P_U03, K2P_U04	Microsoft Visio environment: UML diagrams, IT diagrams, templates, custom templates, ODBC integration, stencil creation and editing. Microsoft Project: project planning, task scheduling, workload estimation, team scheduling, resource allocation, progress monitoring, multi-project management, project data exchange.	Z	1	Laboratory performance assessment and completion of individual laboratory exercises
	Polish Language and Communication Culture	K2P_W06, K2P_W07, K2P_W08, K2P_U02, K2P_U14, K2P_K10	Development of listening, speaking, reading, and writing skills in everyday and social communication contexts; initiating and maintaining communication in formal and informal situations; providing personal information; shopping; using catering, transport, and accommodation services; expressing basic needs in various social situations.	Zo	4	Written tests; oral examinations assessing grammar and vocabulary; written assignments and homework; reading comprehension tests; self-assessment; observation; assessment of class participation and engagement; evaluation of pair and group work activities
Core Courses						
Management and Entrepreneurship	Organizational Culture – Learning Organizations	K2P_W04, K2P_U17, K2P_K06	Learning organizations; organizational culture; typology of organizational cultures; knowledge management in organizations; review of research on organizational culture.	Zo	1	Essay
	Project Management and Team Building	K2P_W03, K2P_W09, K2P_U02, K2P_K09, K2P_K11	Needs identification and specification; issue management; team building and human relations; communication management; task delegation; risk management; change management; information systems supporting management processes.	Z	1	Project implementation, oral presentations, participation in discussions, analysis of assigned topics, written tests
	Business Simulation Game	K2P_W02, K2P_U2, K2P_U17, K2P_K01	Techniques for creating effective presentations; public speaking; teamwork under time pressure; business simulation game rules; collaborative problem-solving on business challenges; public presentation of solutions.	Zo	1,5	Successful completion and presentation of the project
Nowoczesne technologie	Practical Foundations of distance learning	K2P_W02, K2P_U2, K2P_U17, K2P_K01	Lifelong learning and adapting to changes in the modern world; methods of professional self-development; information systems security; logging into W5G systems; network security fundamentals; working within a Learning Management System (LMS); information sources; learning activation methods; communication tools; methods of verifying learning outcomes.	Z	0	Online tests, surveys, participation in forum discussions
Foreign Language	Polish language I	K2P_U13, K2P_U14, K2P_U15, K2P_K01	Perspectives on management, including managerial work, the role of managers, and management practice. Organizational structures and corporate culture. Classical management theories and major management thinkers, including Henri Fayol, Frederick Winslow Taylor, and Peter Drucker. Management in private, public, and non-profit organizations. Action planning, Management by Objectives (MBO), SMART objectives, and resource allocation. Managerial resources, including information, time, and financial resources. Operations management, Porter's Value Chain, contingency planning, and risk management. Supply chain management, purchasing processes, outsourcing, and supplier relationships. Quality management systems, including ISO standards and the EFQM Excellence Model.	Z	1	Written assignments, homework, text interpretation, vocabulary tests, oral presentations, interpretation of read and heard texts, participation in discussions, pair work, group work
	Polish language II	K2P_U13, K2P_U14, K2P_U15, K2P_K01	Customer care and Customer Relationship Management (CRM). Customer journey mapping. Digital business operations, including just-in-time systems, online inventory management, and e-procurement. Recruitment and selection processes, temporary staffing, employment legislation, and equal opportunities. Motivation and job design, including job satisfaction, job dissatisfaction, and the Job Characteristics Model. Performance appraisal, employee training and development, and 360-degree feedback. Team development and effectiveness, team roles, and emotional intelligence. Leadership theories and practices, including transactional and transformational leadership. Cross-cultural management, workplace diversity, intercultural competence, and cultural differences. Change management, including planning organizational change and overcoming resistance to change.		1	Written assignments, homework, text interpretation, vocabulary tests, oral presentations, interpretation of read and heard texts, participation in discussions, pair work, group work
Practical Philosophy	Introduction to Philosophy	K2P_W15, K2P_U05, K2P_K07	Types of human cognition; unity and plurality of philosophy; theoretical philosophy; philosophy of particular beings; practical philosophy; fundamental philosophical issues; maximalist philosophies; minimalist philosophies.	Zo	2	Final test, in-class assignments, text analysis, project work, participation in discussions
	Contemporary Management Concepts	K2P_W02, K2P_W03 K2P_W08, K2P_W12, K2P_U02, K2P_U07, K2P_K01	Definitions of management concepts, methods, and techniques; evolution of management concepts; change management; selected management methods and techniques related to managerial functions; social architecture of organizations; creating and managing organizational culture; selected contemporary management concepts; ordinary and extraordinary management; management through storytelling; mystical management and management based on blind faith.	E	4	Final test, in-class assignments, text analysis, project work, participation in discussions, Exam
	Law in Management	K2P_W04, K2P_U08, K2P_U12, K2P_K01	Scope, functions, and sources of labour law; principles of labour law; legal and economic relationships; employment relationships and their parties; rights and obligations of employers and employees; business entities; employment contracts and their types; termination and modification of employment relationships; working time regulations; overtime and public holiday work; remuneration systems and legal protection of wages.	E	3	Examination, tests, oral presentations, participation in debates and discussions, case study analysis, practical tasks, self-assessment
	Strategic Management	K2P_W03, K2P_W07, K2P_U02, K2P_U03, K2P_K03	Strategic management process; organizational environment analysis; resource analysis; mission, vision, and organizational culture; goal setting; generation and evaluation of strategic options; internationalization strategies; strategy implementation. Practical workshops include PEST analysis, SWOT analysis, environmental scenario planning, Porter's Five Forces Model, industry attractiveness assessment, strategic group analysis, mission and vision development, strategic, tactical and operational objectives, key success factors, BCG Matrix, and Balanced Scorecard (BSC).	E, Zo	4	Examination, tests, oral presentations, debates, individual and group assignments, analysis of assigned topics, participation in discussions, self-assessment, observation

Basic and Major-Specific Courses	Management Psychology	K2P_W06, K2P_W08, K2P_U01, K2P_K04	Fundamentals of business psychology; sources of conflict; social, organizational and political communication; managerial power and natural leadership; consumer psychology in marketing and sales; emotional components and stages of emotional development; psychological models of work effectiveness. Workshops include mechanisms of human behavior in organizational contexts, psychology of stress, interpersonal communication in managerial work, psychological aspects of self-management, organizational and team management, motivational mechanisms, sources of motivation, and employee motivation techniques.	E, Zo	4	Examination, tests, oral presentations, participation in debates and discussions, analysis of assigned topics, individual and group tasks, self-assessment, observation
	Elective Course	K2P_W09, K2P_W14, K2P_U06, K2P_U11, K2P_K09, K2P_K03, K2P_K05	Elective courses are selected by students according to the curriculum and individual interests. Depending on the chosen topic, the course is intended to broaden students' competencies in management, coaching, or specialized areas related to their field of study. Course topics are developed in consultation with students and academic experts based on identified areas of interest during the first year of study.	Zo, Zo	5	Oral presentations, substantive contribution to debates, final project, class participation, marketing strategy simulation, portfolio assessment
	Coaching and Mentoring	K2P_W08, K2P_W11, K2P_W17, K2P_U03, K2P_U06, K2P_U11, K2P_U17, K2P_K07, K2P_K09	Practical coaching session simulations; application of various coaching techniques; relationship-building between mentor and mentee; evaluation of coaching and mentoring effectiveness; feedback techniques; preparation of coaching and mentoring session schedules.	Zo	1	Written assignments, oral presentations, participation in debates, analysis of assigned topics, practical tasks, case study analysis
	Market Research	K2P_W13, K2P_U03, K2P_U04, K2P_K06	Basic research methods; market analysis; data analysis methods. Workshops include consumer needs analysis, sampling methods, identification of measurement levels for consumer characteristics and behavior, design of research instruments, selection of data analysis methods, application of analytical software packages, visualization of research findings, interpretation of results, and functions of market research.	E, Zo	4,5	Written assessment, oral presentations, participation in discussions, examination, graded project, analysis of assigned topics, practical tasks, case study analysis
	Elements of Managerial Psychology	K2P_W08, K2P_W14, K2P_U06, K2P_K04	Definition and perception of emotions; stages of emotional development; emotional components; types of motivation; emotional development across the human lifespan; emotional management in managerial work; sources of motivation; motivational mechanisms; employee motivation techniques.	E	2	Examination, oral presentations, participation in discussions, analysis of assigned topics, practical tasks, oral self-assessment
	Management Simulation Game	K2P_W05, K2P_U07, K2P_K03	Simulation-based classes introducing managerial games and business simulations; familiarization with the rules of the management simulation game; participation in simulation rounds; analysis and evaluation of final results; discussion of behaviors and decision-making processes observed during the simulation.	Zo	4	Graded project and participation in the management simulation game
	Modern Enterprise Management	K2P_W01, K2P_W13, K2P_U02, K2P_U16, K2P_K01, K2P_K10	Strategic management; business strategy development and implementation; change management models; the role of leadership in organizational change; modern approaches to human resource management. Workshops include enterprise management analysis, simulations of change management processes, and business problem-solving exercises.	Zo, Zo	5	Written assessment, oral presentations, participation in discussions, graded coursework, practical assignments, and case study analysis
	Introduction to Coaching	K2P_W12, K2P_W15, K2P_U09, K2P_K01	Coaching as a developmental process; coaching values and principles; differences between coaching and other forms of support; coaching models and techniques; the role and competencies of a coach; methods and techniques for conducting coaching sessions.	E	3	Examination, oral presentations, participation in debates, and case study analysis
International Business	Mediation and Negotiation in Business	K2P_W08, K2P_K06, K2P_U01,	Definitions and principles of negotiation; negotiation styles; rules of negotiation; preparation for negotiations; characteristics and skills of effective negotiators; BATNA (Best Alternative to a Negotiated Agreement); the role of interpersonal communication in negotiations. Workshops include conflict management in negotiations, negotiation processes, the negotiation cycle and spiral, and characteristics of successful negotiators.	Zo, Zo	3	Test, oral presentations, participation in debates, participation in organizational change simulation exercises, and case study analysis
	Business Economic Analysis	K2P_W03, K2P_W05, K2P_W10, K2P_U02, K2P_U05, K2P_U12, K2P_K08	Financial analysis of enterprises; economic indicators; profitability, liquidity and solvency assessment; business environment analysis; performance forecasting.	E, Zo	4,5	Examination, analytical project, case study
	Analysis and Forecasting of Foreign Markets	K2P_W10, K2P_W17, K2P_U03, K2P_U04, K2P_U07, K2P_U12, K2P_K11	International market analysis methods; marketing research; analysis of economic trends; demand forecasting; market risk assessment.	E, Zo	4	Research project, analytical report, presentation
	Digital Economy and Artificial Intelligence	K2P_W03, K2P_W16, K2P_W17, K2P_U07, K2P_U12, K2P_K01, K2P_K10	Digital transformation; artificial intelligence in business; process automation; data analytics; ethical aspects of AI implementation.	Zo	1,5	Implementation project, presentation, practical assessment
	International Investments	K2P_W07, K2P_W10, K2P_W16, K2P_U02, K2P_U05, K2P_U07, K2P_K05	Foreign direct investments; investment appraisal; investment risk analysis; international expansion strategies.	Zo, Zo	4	test, case analysis, project
	International Logistics	K2P_W05, K2P_W07, K2P_W16, K2P_U05, K2P_U07, K2P_U08, K2P_K08	International supply chains; global transportation systems; logistics documentation; international trade regulations; logistics risk management.	Zo, Zo	5	Logistics project, written test, case study
	Companies in the Global Market	K2P_W04, K2P_W07, K2P_W14, K2P_W17, K2P_U02, K2P_U12, K2P_K04	Internationalization strategies; business models of global enterprises; cross-cultural management; corporate social responsibility.	E, Zo	4	Egzamin, Team project, presentation, examination wykonywanie zadań grupowo, studia przypadków
	Management Accounting	K2P_W03, K2P_W05, K2P_U02, K2P_U05, K2P_U10, K2P_K08	Cost classification and analysis; activity-based costing; budgeting; controlling; managerial decision support systems.	Zo, Zo	5	Test, practical assignments, project
	The European Single Market	K2P_W06, K2P_W07, K2P_W10, K2P_U08, K2P_U12, K2P_K05	European integration; freedoms of the EU internal market; common EU policies; legal regulations governing business activities.	Zo, Zo	5	presentation, legal case analysis, test
	Expert Workshops	K2P_W07, K2P_U01, K2P_U02, K2P_U05, K2P_K04	Workshops conducted by industry practitioners and experts; current business challenges; practical applications of management concepts; analysis of real-life business cases.	Zo	2	Written assignment, project, case study analysis
	Logistics Management	K2P_W05, K2P_W16, K2P_U05, K2P_U07, K2P_U16, K2P_K09	Logistics processes; resource planning; warehouse and transportation management; process optimization; leadership of logistics teams.	Zo, Zo	4	Team project, examination, case study
	Internship – Employee Competencies	K2P_W10, K2P_W15, K2P_W17, K2P_U01, K2P_U05, K2P_U10, K2P_U12, K2P_K01, K2P_K03, K2P_K10, K2P_K11,	Occupational health and safety regulations, including ergonomics and safe use of computer equipment. Familiarization with the operation of an enterprise or organization, particularly in the areas of management structures, organizational management processes, or the coaching and development services sector. Practical application of knowledge and skills acquired during studies, including organizational management, team management, employee motivation, coaching sessions, and coaching conversations. Development of professional attitudes and competencies expected of future employees.	Z	6	Completion of an online assessment via the e-learning platform and evaluation of internship documentation required by the internship program

Intership	Industry Internship I	K2P_W04, K2P_W10, K2P_W15, K2P_W16, K2P_U01, K2P_U05, K2P_U10, K2P_U12, K2P_K01, K2P_K03, K2P_K10, K2P_K11	Familiarization with the organization, employment structure, management system, and business activities of the enterprise. Understanding organizational management systems, including process standardization, quality systems, business development methods, teamwork, employee evaluation, development and motivation, as well as coaching conversations and coaching sessions. Exposure to production technologies or services related to management and/or coaching solutions. Participation in project, implementation, and workshop teams where possible. Understanding document flow processes within the organization, particularly those related to employee development, coaching services, and psychological support. Familiarization with economic and legal conditions affecting staff development methods, personal data protection, cybersecurity policies, and modern technologies used in the organization. Learning about monitoring and control methods, conflict diagnosis techniques, stress reduction methods, and motivational factors. Understanding employee protection systems, remote work safety, and the safe use of electrical equipment.	Z	6	Evaluation of internship documentation required by the internship program
	Industry Internship II	K2P_W04, K2P_W10, K2P_W15, K2P_W16, K2P_U01, K2P_U05, K2P_U10, K2P_U12, K2P_K01, K2P_K03, K2P_K10, K2P_K11	Familiarization with the organization, employment structure, management system, and business activities of the enterprise. Understanding organizational management systems, including process standardization, quality systems, business development methods, teamwork, employee evaluation, development and motivation, as well as coaching conversations and coaching sessions. Exposure to production technologies or services related to management and/or coaching solutions. Participation in project, implementation, and workshop teams where possible. Understanding document flow processes within the organization, particularly those related to employee development, coaching services, and psychological support. Familiarization with economic and legal conditions affecting staff development methods, personal data protection, cybersecurity policies, and modern technologies used in the organization. Learning about monitoring and control methods, conflict diagnosis techniques, stress reduction methods, and motivational factors. Understanding employee protection systems, remote work safety, and the safe use of electrical equipment.	Z	6	Evaluation of internship documentation required by the internship program
Degree Completion Process	Research Methodology	K2P_W13, K2P_U03, K2P_U04, K2P_K01	Research concepts and methodology, including research problems, hypotheses, stages of the research process, research techniques and procedures, scientific methods, reasoning methods, analysis, synthesis, deduction and induction. Logical reasoning and proof, experimentation and observation as research methods, measurement and research instruments, measurement theory, modelling and simulation methods, mathematical models and algorithms. Interpretation, verification, validation, and reliability of research results. Research standards and methodologies, methods of analysis and data processing, heuristic methods, and research in the social sciences. Knowledge and science, theories of cognition, terminology and disciplines related to management, quality sciences, and psychology. Errors and uncertainties in scientific research, methods of error analysis and estimation, statistical evaluation of research results, descriptive statistics, and hypothesis testing using inferential statistics. Structure and dynamics of scientific theories. Research management. Principles of preparing and presenting scientific papers. Construction and improvement of measurement instruments and survey questionnaires. Types of survey research, techniques for increasing response rates, data coding, and statistical analysis using Microsoft Excel, including measures of central tendency and dispersion, correlation and regression coefficients, and measures of dynamics.	Zo, Zo	2	Test, practical exercises, and/or research project
	Computer Methods for Scientific Data Analysis	K2P_W13, K2P_U03, K2P_U04, K2P_K01, K2P_K10	Laboratory classes covering data formats and types, including general, currency, accounting, date, time, percentage, fractional, scientific, text, special, and custom formats. Data visualization using charts and graphs, including statistical charts, functional relationship graphs, and specialized charts such as surface, radar, stock, and doughnut charts. Statistical processing of measurement data, including measurement errors, uncertainty assessment, standard deviation estimators, Gaussian distribution, confidence intervals, and the Dixon Q-test. Statistical analysis of datasets, including linear correlation, covariance, and hypothesis testing using chi-square, F-Snedecor, Student's t-test, and Hampel tests. Data approximation and smoothing techniques, least squares methods, polynomial approximation, and approximation using custom functions.	Z	1	Individual and group assignments, participation in discussions, and practical laboratory tasks
	Master's Seminar I	K2P_W02, K2P_W03, K2P_U12, K2P_U13, K2P_U14, K2P_K01, K2P_K10	Structure of a master's thesis. Research-oriented nature of a master's thesis. Principles of preparing references and citations in management-related academic papers. Methods of formulating research objectives and developing strategies to achieve them within the master's thesis concept. Practical exercises in formulating research objectives for selected topics. Use of scientific bibliographic databases, academic journals, and patent databases.	Z	2	Evaluation of the master's thesis survey completed by the student and assessment of class participation
	Master's Seminar II	K2P_W02, K2P_W03, K2P_U12, K2P_U13, K2P_U14, K2P_K01, K2P_K10	Development of the theoretical and methodological framework of the master's thesis. Literature review and critical analysis of scientific sources. Preparation and refinement of research instruments. Collection, processing, and analysis of research data. Discussion of research progress, interpretation of findings, and preparation of individual thesis chapters. Academic writing standards and consultation on thesis development.	Z	3	Assessment of progress in thesis preparation, evaluation of submitted thesis chapters, and active participation in seminar discussions
	Master's Seminar and Diploma Examination Preparation	K2P_W02, K2P_W03, K2P_U12, K2P_U13, K2P_U14, K2P_K01, K2P_K10	Preparation of a presentation summarizing the research findings of the master's thesis in Polish. Principles of public speaking and presentation of academic achievements. Review of topics and issues related to the diploma examination. Development of presentation and defense skills, including discussion and justification of research results.	Zo	5	Assessment of class participation, evaluation of the multimedia presentation, and evaluation of the public presentation and thesis defense preparation