

*Appendix No. 1 to Resolution No. 1017 of the UZ Senate of February 28th, 2024*

Faculty of Economics and Management

University of Zielona Góra

# **STUDY PROGRAMME**

## **MANAGEMENT**

### **SECOND-DEGREE STUDIES**

#### **GENERAL ACADEMIC PROFILE**

academic year 2024/2025

Zielona Góra

# Contents

1. General characteristics of the studies .....	3
2. Indicating the connection between the field of study and the mission of the university and its development strategy .....	3
3. Description of competencies expected from a candidate applying for admission to first-cycle studies, second-cycle studies or long-cycle master's studies .....	4
4. Analysis of the compliance of the assumed learning outcomes with the needs of the labor market .....	5
5. Description ways of verifying and assessing the learning outcomes achieved by the student during the entire educational process .....	6
6. Study program for the field of study, profile and level of education .....	7
6.1. Description of the expected learning outcomes with the assignment of the field of study to the fields of science and scientific disciplines or fields of art and artistic disciplines to which the learning outcomes for this field apply.....	7
6.2. Indicators regarding the study program.....	13
6.2.1. Modules of classes related to scientific research in the field of science relevant to the assessed field of study, serving the student to acquire in-depth knowledge and skills in conducting scientific research.....	18
6.3. Classes or groups of classes - together with the assignment of learning outcomes to each module and the program content, forms and methods of education ensuring the achievement of these outcomes, as well as the number of ECTS points.....	18
6.4. Methods of verifying and assessing the student's achievement of the expected learning outcomes .....	18
6.5. Dimension, rules and form of professional internships .....	18
6.6. Study plans including course modules .....	19

## 1. General characteristics of the studies

<b>Name of the field of study</b>	<b>Management</b>
Level of education (first-cycle studies / second-cycle studies / long-cycle master's studies)	<b>second-degree studies</b>
Education profile (general academic/practical)	<b>general academic profile</b>
Form of studies full-time/part-time	<b>full-time and part-time</b>
Indication fields of science and scientific disciplines or fields of art and artistic disciplines to which the learning outcomes apply (including the leading discipline) and determining the percentage of the number of ECTS points for individual disciplines in the number of ECTS points necessary to obtain qualifications corresponding to the level of education	<b>Field of social sciences: Management and quality sciences - 80% Economics and finance – 20%</b>
Indication of the professional title awarded to graduates	<b>master</b>
information about the scientific category held by the basic organizational unit of the university	<b>Management and quality sciences: category B+</b>

## 2. Indicating the connection between the field of study and the mission of the university and its development strategy

The management education process is multidirectional, complies with generally accepted norms and principles, and is modern. Its aim is not only to carefully equip students with knowledge, skills and social competences in line with the needs of the market and local communities, but also to educate, socialize and internalize ethical norms.

The form of teaching and education, supported by many years of practice and verified many times, meets the needs of students and is consistent with the skills and preferences of the Faculty's teaching and research staff. It has a versatile character. It enables combining theoretical content with operational practice and the changing needs of the external environment. It is flexible both in terms of substantive content, the method of transmitting knowledge and scientific sources, and the reception of the presented content by listeners. It allows you to adjust the pace of work, the level of advancement of knowledge and information, and methods of interaction to the individual needs of groups and even individuals. The content of the core curriculum for specific specializations is implemented in a standard way - through participation in lectures, exercises and laboratories specified in the lesson plan, but also through

individual organization of studies. Students take advantage of the opportunities offered by the Faculty to individually shape the way they acquire education - by participating in the ERASMUS and MOST programs. The modern education concept developed and implemented in the field of management is consistent with the mission and development strategy of the University of Zielona Góra. The mission defined in the UZ Strategy gives direction to the activities carried out by individual organizational and teaching units of the University. It provides the basis for defining specific objectives for individual entities and structures. The UZ mission assumes that the University is an integral part of the region. Its functioning significantly increases the possibility of development and gives the local community, entrepreneurs, social entities and non-governmental organizations a chance to cope with the demanding competition. The goals specified in the UZ mission and identified by WEZ are: "equalizing the development opportunities of the region and its inhabitants, strengthening its intellectual, economic and artistic potential by educating the highest quality staff and conducting high-quality scientific research. Its task is to prepare qualified staff in accordance with the needs of our region, Poland and the united Europe, and thus to improve the quality of life of the inhabitants of Poland, and in particular of the Lubusz Voivodeship. The University of Zielona Góra supports the development of the country through scientific research, consulting and strengthens the well-being of its inhabitants by educating young people from poorer areas, who can benefit from the latest achievements of science, technology and culture. The university's task is to prepare educated citizens who are aware of their role in Poland and Europe. The mission of the University of Zielona Góra is to build positive relations with the national and global scientific, economic and artistic environment, thereby influencing the positive image of the region and Poland. The University of Zielona Góra is an organization that eliminates ethnic, religious, national, cultural and ideological barriers and prejudices. resulting from disability and strengthening moral and patriotic attitudes among members of its community.

The curriculum and the method of implementing education in the field of management not only correspond to the goals set out in the mission and strategy of UZ, but also guarantee increased chances and possibilities of graduates on the labor market. It provides the opportunity to adapt the content and teaching methods to dynamically changing socio-economic needs. It can be considered that students and graduates of first- and second-cycle studies in management, their knowledge, skills and attitudes, as well as the decisions they make, are and will be of key importance for the economic development of the country and the region.

### **3. Description of competencies expected from a candidate applying for admission to first-cycle studies, second-cycle studies or long-cycle master's studies**

Persons who have a master's degree, engineer's degree, bachelor's degree or an equivalent degree are eligible to undertake second-cycle studies, unless the detailed recruitment rules for the field of study at the faculty provide otherwise. Candidates for studies are admitted according to the order on the ranking list prepared on the basis of the points for the converted result of

studies entered in the diploma and for the compliance or relatedness of the field of completed studies with the selected field of second-cycle studies. The field of completed studies is consistent with the selected field of second-cycle studies when it is the same field of completed first-cycle studies (with a bachelor's degree, engineer's degree or equivalent). The field of completed studies is related to the selected field of second-cycle studies when it is a field of completed studies other than the selected field of second-cycle studies and has been specified in the detailed recruitment rules for the field of study at the faculty.

Compatible fields of study include: management and management and marketing, and related fields: economics, computer science and econometrics, finance and banking, accounting and finance, logistics, commodity science, production management and engineering, electromobility.

The number of points for the converted diploma exam grade is taken into account as an additional criterion.

Detailed recruitment rules adopted by resolution of the UZ Senate for a specific academic year are made public by being posted on the University's website in the Recruitment tab.

The website <http://rekrutacja.uz.zgora.pl> contains the most important information about the rules and course of recruitment.

#### **4. Analysis of the compliance of the assumed learning outcomes with the needs of the labor market**

The learning outcomes for second-cycle studies in the field of Management are, compared to first-cycle studies in Management, deeper (more advanced), which means that graduates will acquire more professional (compared to first-cycle studies in Management) knowledge and skills, at the same time, their education will cover a narrower and more detailed area of issues, which results from the principles of organizing second-cycle studies.

Education in second-cycle studies in Management is correlated not only with the needs and requirements of the local labor market, but also with the national and EU markets, both in the current and long-term perspective. Graduates of the field will not only acquire in-depth knowledge in the field of management, but also will be predisposed to its practical use in state institutions and economic organizations, taking into account both the national and global dimensions. This is the result of the fact that the modern economic environment requires from specialists and managers at all management levels not only well-founded general economic and specialist knowledge, but also understanding and using changes taking place in the activities of companies and financial institutions as the driving force of their development.

## **5. Description ways of verifying and assessing the learning outcomes achieved by the student during the entire educational process**

The study program for the field of study, level and profile of education specifies ways of verifying the expected learning outcomes achieved by the student. The grading system used (for subjects) in exams and credit tests, as well as the conditions for passing semesters and conditional entries, are specified in the Regulations of Studies at the University of Zielona Góra and in the resolutions of the Faculty Council. The grades correspond to the grades used in the ECTS system. In the field of Management, the assumed learning outcomes are verified using various methods. In the case of lectures, verification is carried out through a written exam with point/percentage thresholds or a colloquium/pass test with point/percentage thresholds. However, in the case of laboratories/exercises, verification of the assumed effects is carried out through a colloquium, a test with point thresholds, evaluation of presentations, evaluation of works, etc.

Subjects covered in the second-cycle study program in the field of Management may end with an exam or a pass with a grade, depending on the form of classes adopted. The procedure, rules for obtaining credits, examinations and appeals against the grade proposed by the teacher are specified in the Study Regulations of the University of Zielona Góra. The description of how to check students' learning outcomes refers to specific forms of classes. Final exams and colloquia may be taken in oral or written form (the written form may take the form of a descriptive knowledge test or a single- or multiple-choice knowledge test). Second-cycle (master's) studies in Management end with the preparation of a diploma (master's) thesis by the student and a diploma examination taken before an appointed diploma commission.

The diploma thesis and the diploma examination constitute a synthetic test of the student's achievement of all expected learning outcomes. The condition for taking the diploma examination is passing the courses provided for in the study plan and preparing a diploma thesis approved by the supervisor. The diploma thesis should be of a research or design nature. Preparing a diploma thesis should develop the diploma student's skills in the field of knowledge, skills and social competences, e.g.: searching for source materials in existing studies, diagnosing and assessing the problem in the examined organization, identifying and analyzing phenomena taking place in the management of organizations and quality, socio-economic and legal -organizational, using research techniques, conducting logical arguments and using precise language.

The diploma thesis should meet the formal requirements in terms of: independent work by the student under the supervision of the supervisor. It should include a translation of the title page into English. The diploma thesis is assessed by the supervisor and reviewer.

The Dean sets a date for the diploma examination if: positive reviews from the supervisor and reviewer, photographs and required documents in accordance with the Study Regulations of the University of Zielona Góra have been provided. In the event of a significant discrepancy in the assessment of the work or a negative assessment by the reviewer, the Dean appoints an additional reviewer. If the second reviewer's assessment is also negative, the student is directed to repeat the semester. A negatively assessed diploma thesis cannot be submitted again. The diploma examination committee consists of: the chairman of the committee - an academic teacher with the title of professor or the degree of habilitated doctor, members of the committee,

including the supervisor, the reviewer of the diploma thesis and other persons appointed by the Dean of the Faculty. During the diploma (master's) examination, the diploma student: answers at least two questions randomly selected from the set of issues applicable in a given academic year in the field of study, presents the diploma thesis and also answers questions asked by the supervisor or reviewer. The set of topics, from which the diploma student draws two, should be made available to students on the faculty notice board and the faculty website one month before the date of the diploma examination. The condition for completing studies (confirmation of obtaining competences) is passing the diploma examination with at least satisfactory results.

## 6. Study program for the field of study, profile and level of education

### 6.1. Description of the expected learning outcomes with the assignment of the field of study to the fields of science and scientific disciplines or fields of art and artistic disciplines to which the learning outcomes for this field apply

Table 1. Directional learning outcomes that will be achieved by a graduate of second-cycle studies in Management with a general academic profile (in relation to the PQF, characteristics of the second stage of the Polish Qualifications Framework - level 7)

<i>Directional effect code</i>	<i>Learning outcomes</i> <i>after completing second-cycle studies in the field of Management - general academic profile</i>	<i>Reference to general effects</i>
<b>KNOWLEDGE</b>		
<i>Graduate:</i>		
K_W01	has an extended knowledge of the nature of management and quality sciences, their place in the system of sciences and relations to other sciences	P7S_WG-O1.2A
K_W02	knows the general principles of creating and developing forms of individual entrepreneurship, uses knowledge of scientific disciplines relevant to management	P7S_WK-O2.3 P7S_WG-O1.2A P7S_WG-O1.1
K_W03	identifies and explains, in the light of contemporary theoretical approaches, the economic and managerial effects of cultural differences on the scale of organizations and regions	P7S_WG-O1.1 P7S_WK-O2.1
K_W04	knows modern concepts and tools of cooperation and competition between economic systems and enterprises	P7S_WG-O1.1
K_W05	knows in depth the methods and techniques of data acquisition and modeling of processes taking place in the enterprise, as well as identifying the regularities that govern them	P7S_WG-O1.1

K_W06	knows the rules that should be included in negotiations. Characterizes various styles of negotiation	P7S_WG-O1.1
K_W07	knows selected problems of modern economy and business in the light of the achievements and views of authorities in economics and management	P7S_WG-O1.1
K_W08	identifies and names internal and external factors that determine human behavior in the organization. Explains the relationship between personality conditions and the functioning of the individual in the work environment	P7S_WG-O1.1
K_W09	knows the essence and dynamics of contemporary economic and political systems and their interdependencies, integrating knowledge of economics and management in the field of social sciences	P7S_WG-O1.1 P7S_WG-O1.2A
K_W10	knows the importance of corporate social responsibility and shows its manifestations in practice	P7S_WK-O2.2
K_W11	knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge in the field of science and scientific disciplines relevant to the studied field of study	P7S_WK-O2.3 P7S_WG-O1.2A
K_W12	knows the legal aspects of the organization's functioning on the domestic and international market	P7S_WK-O2.2
K_W13	has in-depth knowledge of a specific specialization	P7S_WG-O1.1
<b>SKILLS</b>		
Graduate:		
K_U01	has in-depth skills of observing, searching and processing information on social and economic phenomena in the area of phenomena and processes taking place on the market, using various sources and interpreting them from the point of view of management problems	P7S_UW-O3.1
K_U02	is able to use and integrate theoretical knowledge in the field of management and related disciplines in order to analyze complex organizational problems	P7S_UW-O3.1
K_U03	applies at work or study knowledge from a specific area of management and quality sciences and related disciplines (in connection with the specialization)	P7S_UW-O3.1
K_U04	is able to clearly, coherently and accurately express himself in speech and in writing, has the ability to construct extensive oral and written justifications on topics related to various management issues using various theoretical approaches, using both the achievements of management and other scientific disciplines	P7S_UK-O4.1 P7S_UK-O4.2 P7S_UW-O3.3A



K_U05	has in-depth skills to present his own ideas, doubts and suggestions, uses argumentation in the context of selected theoretical perspectives, views of various authors, guided by ethical principles	P7S_UK-O4.1
K_U06	skilfully uses selected theoretical approaches to analyze the undertaken practical activities	P7S_UW-O3.1
K_U07	generates original solutions to complex management problems and forecasts the course of their solution as well as predicts the effects of planned activities in specific practical areas	P7S_UW-O3.1
K_U08	independently undertakes business and consulting activities in the field of creating new entities	P7S_UO-O5.1 P7S_UO-O5.2 P7S_UU-O6
K_U09	participates in strategic decision-making processes and proposes decision-making procedures with the use of advanced methods, concepts and tools supporting decision-making processes	P7S_UO-O5.1 P7S_UO-O5.2
K_U10	uses the provisions of national and European law in the field of economic activity to justify specific actions and decisions	P7S_UW-O3.1
K_U11	designs changes in the organization and manages changes	P7S_UO-O5.1 P7S_UO-O5.2
K_U12	selects and manages human, material, financial and information resources in order to effectively and efficiently perform managerial tasks	P7S_UW-O3.1 P7S_UO-O5.1 P7S_UO-O5.2
K_U13	interprets selected problems of modern economy and business in the light of the achievements and views of the authorities in economics and management	P7S_UW-O3.1
K_U14	uses specialist knowledge to organize activities related to the selected specialty	P7S_UW-O3.1
K_U15	has language skills compliant with the requirements specified for the B2 + level of the European System for the Description of Languages	P7S_UK-O4.3
<b>SOCIAL COMPETENCE</b>		
Graduate:		
K_K01	is aware of the level of their knowledge and skills, understands the need for continuous personal and professional development	P7S_KK-O7.1 P7S_KR-O9

K_K02	is ready to take up professional and personal challenges; is active, takes trouble and is persistent in undertaking individual and team professional actions in the field of management; engages in cooperation; knows how to set and adopt common goals of action; can assume the role of a leader in a team	P7S_KO-O8.1 P7S_KO-O8.2 P7S_KO-O8.3
K_K03	identifies with the values, goals and tasks implemented in managerial practice, is prudent, mature and committed to designing, planning and implementing activities	P7S_KR-O9
K_K04	is convinced of the necessity and importance of behaving in a professional manner and observing the principles of professional ethics; perceives and formulates moral problems and ethical dilemmas related to his own and someone else's work	P7S_KR-O9
K_K05	is responsible for his own preparation for work, decisions taken and actions taken and their effects, feels responsible towards people for whom good tries to act, expresses such an attitude in the environment of specialists and indirectly models this approach among others	P7S_KK-O7.1 P7S_KR-O9
K_K06	is ready to communicate and cooperate with the environment, including people who are not specialists in a given field, and to actively participate in groups and organizations	P7S_KK-O7.2
K_K07	is prepared to debate, persuade and negotiate for the sake of achieving common goals	P7S_KK-O7.1
K_K08	is ready to independently acquire and improve knowledge and professional skills in the conditions of integration processes in Europe and globalization in the world	P7S_KK-O7.2
K_K09	is prepared to independently design and conduct scientific research with the use of various and hard-to-reach sources of information	P7S_KK-O7.1 P7S_KK-O7.2
K_K10	observes and promotes ethical attitudes at work	P7S_KR-O9
K_K11	is prepared to make independent decisions in crisis situations	P7S_KO-O8.1 P7S_KO-O8.2 P7S_KO-O8.3

Table 2. Coverage of general learning outcomes (characteristics of the second stage of the Polish Qualifications Framework - level 7) by field of study

The category of the characteristics of learning outcomes	Qualification code	Qualifications	Reference to directional learning outcomes
<b>Knowledge (W): the graduate knows and understands</b>	P7S_WG-O1.1	to an in-depth degree - selected facts, objects and phenomena, as well as methods and theories relating to them, explaining the complex relationships between them, constituting advanced general knowledge in the field of scientific or artistic disciplines forming the theoretical basis, structured and theoretically founded knowledge covering key issues and selected topics in the advanced field detailed knowledge appropriate for the study program, and in the case of practical studies - also practical applications this knowledge in professional activities related to their field of study	K_W02 K_W03 K_W04 K_W05 K_W06 K_W07 K_W08 K_W09 K_W13
	P7S_WG-O1.2A	main development trends of scientific or artistic disciplines to which the field of study is assigned - in the case of studies with a profile general academic	K_W01 K_W02 K_W09 K_W11
	P7S_WK-O2.1	fundamental dilemmas of contemporary civilization;	K_W03
	P7S_WK-O2.2	economic, legal, ethical and other conditions for various types of professional activity related to the field of study, including the principles of protection of industrial property and copyright	K_W10 K_W12
	P7S_WK-O2.3	basic principles of creation and the development of various forms of entrepreneurship	K_W02 K_W11
<b>Skills (U): the graduate can</b>	P7S_UW-O3.1	use your knowledge:  - formulate and solve complex and unusual problems and innovatively perform tasks in the unpredictable conditions by:  - proper selection of sources and information derived therefrom, carrying out evaluation, critical analysis, synthesis, creative interpretation and presentation of this information,  - selection and use of appropriate methods and tools, including advanced ones information and communication techniques,	K_U01 K_U02 K_U03 K_U06 K_U07 K_U10 K_U12 K_U13 K_U14

		- adaptation of existing or development of new methods and tools	
	P7S_UW-O3.2P	use your knowledge - formulate and solve problems and perform tasks typical for professional activities related to the field of study - in the case of studies with a practical profile	
	P7S_UW-O3.3A	formulate and test hypotheses related to simple problems research - in the case of studies with a general academic profile	K_U04
	P7S_UW-O3.3P	formulate and test hypotheses related to simple problems implementation - in the case of studies with a practical profile	
	P7S_UK-O4.1	communicate on specialist topics with diverse audiences;	K_U04 K_U05
	P7S_UK-O4.2	lead a debate;	K_U04
	P7S_UK-O4.3	use a foreign language at the B2 + level of the European System for the Description of Languages and specialist terminology	K_U15
	P7S_UO-O5.1	manage the work of the team	K_U08 K_U09 K_U11 K_U12
	P7S_UO-O5.2	interact with others as part of teamwork and take a leading role in teams	K_U08 K_U09 K_U11 K_U12
	P7S_UU-O6	independently plan and implement one's own lifelong learning and guide others in this regard	K_U08
<b>Social competences (K): the graduate is ready to</b>	P7S_KK-O7.1	critical assessment of knowledge and content received	K_K01 K_K05 K_K07 K_K09
	P7S_KK-O7.2	recognizing the importance of knowledge in solving cognitive and practical problems and consulting experts in the event of difficulties in solving the problem on its own	K_K06 K_K08 K_K09
	P7S_KO-O8.1	fulfilling social obligations, inspiring and organizing activities for the benefit of the social environment;	K_K02 K_K11
	P7S_KO-O8.2	initiating activities in the public interest;	K_K02 K_K11

	P7S_KO-O8.3	thinking and acting in an entrepreneurial way	K_K02 K_K11
	P7S_KR-O9	responsible performance of professional roles, taking into account changing social needs, including: - developing the achievements of the profession, - maintaining the ethos of the profession - observing and developing the principles of professional ethics and acting towards the observance of these principles	K_K01 K_K03 K_K04 K_K05 K_K10

## 6.2. Indicators regarding the study program

Indicators regarding study program in the assessed field of study, level and profile of education	
Number ECTS points necessary to obtain qualifications corresponding to the level of education	120
Number of semesters required to obtain qualifications corresponding to the level of education	4
Number ECTS points assigned to teaching activities requiring direct participation of academic teachers and students	62 (52%)
Number ECTS points assigned to modules of classes related to scientific research in the field/fields of science/art relevant to the assessed field of study, serving the student to acquire in-depth knowledge and skills in conducting scientific research (for a field with a general academic profile)	79(65.8%)
Number ECTS points assigned to courses in the field of humanities or social sciences (in the case of fields of study assigned to fields other than humanities or social sciences, respectively)	5
Number ECTS points assigned to elective subjects/modules	67(56%)
Number ECTS points assigned to professional internships and the number of hours of professional internships (if the study program provides for internships)	-
Number hours of physical education classes - in the case of full-time first-cycle studies and long-cycle master's studies	not applicable

In the field of Management, second-cycle studies with a general academic profile, there are four modules of classes:

- A. Module of basic and specialized classes
- B. Elective course module
- C. Specialized classes module
- D. Diploma course module

Elective classes include a module of elective classes, specialization classes and diploma classes.

### A. Module of basic and specialized classes

No.	Class module	NAME OF THE ITEM	Term	number of hours		ECTS	Form of application
				total	including elearning		
1	Compulsory subjects module (general, basic and specific)	Macroeconomics	1	30		4	E
2		Management accounting	1	30		4	E
3		entrepreneurship	1	30		3	z/o
4		Corporate social responsibility	1	30		2	z/o
5		Strategic management	1	30		4	E
6		Management of knowledge	1	30		4	E
7		Management concepts	1	30		2	z/o
8		Organization of production systems	1	30		2	z/o
9		Mathematical statistics	2	30		4	E
10		Logistics	2	30		4	E
11		Circular economy	2	30		2	z/o
12		Operations research in business management	2	30		4	E
13		Change process management	3	30		4	E
14		History of European civilization	3	30		5	E
15		Civil law	3	15		2	z/o
16		Market analysis	3	30		3	E
Sum				465		53	

## B. Elective course module

No.	Class module	NAME OF THE ITEM	Term	number of hours		ECTS	Form of application
				total	including clearing		
1	Elective course module	Foreign language	1	30		2	z/o
2		Business negotiations/Team building	2	30		4	E
3		Decision support/Connected operations	2	15		1	z/o
4		Lecture	2	30		1	z/o
5		Marketing strategies on the international market/Public relations	3	30		3	E
6		Multicultural management/Economic policy	4	15		3	z/o
Sum				150		14	

## C. Specialty classes module

No.	Specialty module	NAME OF THE ITEM	Term	number of hours		ECTS	Form of application
				total	including clearing		
1	specialty - electromobility manager	Introduction to electromobility and legal aspects of market development	2	30		2	z/o
2		Energy and electromobility	2	30		2	z/o
3		Business models in electromobility	2	30		2	z/o
4		Supply chain management	3	30		3	z/o
5		Industry 4.0 and the development of electromobility	3	30		3	z/o
6		Ecological product life cycle assessment in a circular economy	3	30		2	z/o
7		Specialized monographic lecture	4	15		3	z/o
8		Managerial competences in managing business-to-business relationships	4	30		4	z/o
Sum				225		21	

1	<b>specialty - management of small and medium-sized enterprises</b>	Data analysis in SMEs	2	30		2	z/o
2		Managing employee engagement in the organization	2	30		2	z/o
3		Business financing	2	30		2	z/o
4		Location of enterprises	3	30		2	z/o
5		Financial management in SMEs	3	30		3	z/o
6		Business process management	3	30		3	z/o
7		Specialized monographic lecture	4	15		3	z/o
8		Innovative methods of promoting the company	4	30		4	z/o
Sum				225		21	
1	<b>specialty - personnel manager</b>	Employee evaluation policy	2	30		2	z/o
2		A modern personnel manager, profile, functions	2	30		2	z/o
3		Professionalization of employee selection	2	30		2	z/o
4		Modern methods of employee development	3	30		2	z/o
5		Motivational system in the organization	3	30		3	z/o
6		Building relationships through communication	3	30		3	z/o
7		Specialized monographic lecture	4	15		3	z/o
8		The labor market from an entrepreneur's perspective	4	30		4	z/o
Sum				225		21	
1	<b>specialty - management in public and social organizations</b>	Public-social partnership and public-private partnership	2	30		2	z/o
2		The public sector and its functions	2	30		2	z/o
3		Social economy entities	2	30		2	z/o
4		Financial stimulation of the development of public and social organizations	3	30		2	z/o
5		Human and social capital management in organizations	3	30		3	z/o
6		Marketing determinants of organizational success	3	30		3	z/o
7		Specialized monographic lecture	4	15		3	z/o



8		Modern management methods in public organizations	4	30		4	z/o
Sum				225		21	
1	specialty - business development strategies	Forms of financing business activities	2	30		2	z/o
2		Managerial economics	2	30		2	z/o
3		Lean management	2	30		2	z/o
4		Network forms of cooperation	3	30		2	z/o
5		Project team management	3	30		3	z/o
6		Diagnosing and reporting in business activities	3	30		3	z/o
7		Specialized monographic lecture	4	15		3	z/o
8		Management by quality	4	30		4	z/o
Sum				225		21	

#### E. Diploma course module

No.	Class module	NAME OF THE ITEM	Term	number of hours		ECTS	Form of application
				total	including clearing		
1	Diploma course module	Proseminar	1	60		3	z/o
2		Diploma seminar I	2	45		4	z/o
3		Diploma seminar II	3	45		5	z/o
4		Diploma seminar III	4	60		20	z/o
Sum				210		32	

#### Summary of course modules in full-time studies

General module	825	0	99
including electives	360	0	46
Specialty 1 - electromobility manager	225	0	21
Specialty 2 - management of small and medium-sized enterprises	225	0	21
Specialty 3 - personnel manager	225	0	21

Specialty 4 - management in public and social organizations	225	0	21
Specialty 5 - business development strategies	225	0	21
Sum	1050	0	120

**6.2.1. Modules of classes related to scientific research in the field of science relevant to the assessed field of study, serving the student to acquire in-depth knowledge and skills in conducting scientific research**

Class module	NAME OF THE ITEM	Term	number of hours		ECTS
			total	including clearing	
Module of basic and specialized classes	Corporate social responsibility	1	30		2
	Strategic management	1	30		4
	Management of knowledge	1	30		4
	Management concepts	1	30		2
	Organization of production systems	1	30		2
	Logistics	2	30		4
	Operations research in business management	2	30		4
	Change process management	3	30		4
Elective course module	Marketing strategies on the international market/Public relations	3	30		3
Specialized classes module		3	225		21
Diploma course module		3	210		29
Sum			705		79

**6.3. Classes or groups of classes - together with the assignment of learning outcomes to each module and the program content, forms and methods of education ensuring the achievement of these outcomes, as well as the number of ECTS points**

Available in the SyllabUZ system.

**6.4. Methods of verifying and assessing the student's achievement of the expected learning outcomes**

A detailed description of the methods of verifying learning outcomes for specific forms of classes is indicated in the subject cards in the SyllabUZ system.

**6.5. Dimension, rules and form of professional internships**

The study program does not provide for professional internships.

#### **6.6. Study plans including course modules**

The plan of full-time and part-time studies is included in Annex 1.