

UNIVERSITY OF ECONOMICS AND HUMAN SCIENCES IN WARSAW

ACADEMIC YEAR OF STUDIES BEGINNING

2019/2020 (1ST YEAR)

FIELD OF STUDY

MANAGEMENT; UNDERGRADUATE STUDIES

FULL-TIME STUDIES

Name of subject	Form of classes	Form of credit	Hours	2019/20						ECTS	2019/20					
				2020/21							2021/22					
				HOURS PER SEMESTER							ECTS PER SEMESTER					
I	II	III	IV	V	VI	I	II	III	IV	V	VI					
BASIC COURSES				383						44						
Foreign language (English)	T	C2, C3, C4, E5/g	96		24	24	24	24					2	2	2	4
Sports and leisure activities	Sport activities	C2, C3	60		30	30							0	0		
Occupational health and safety training	W	C1	8	8									0			
Academic skills	W	C1/g	15	15									2			
Foundations of philosophy	L	E1/g	30	30									4			
Foundations of social communication	L	E1/g	30	30									4			
Study of state, law and politics	L	E1/g	30	30									5			
Introduction to psychology	L	E1/g	30	30									5			
Fundamentals of economics	L	E1/g	30	30									5			
Organisation and management theory	L	E1/g	30	30									5			
Research methodology in social sciences	D	C2/g	24		24								4	4		
INTERDISCIPLINARY COURSES				412						35						
Project management	D	C2/g	24		24								3	3		
Methodology of social or economic projects	D	C2/g	30					30								3
Principles of accounting	L & T	C2/g, E2/g	60		60								5	5		
Quantitative methods - statistics	L & T	C2/g, E2/g	60		60								5	5		
Fundamentals of private and public finance	L	E2/g	30		30								4	4		
Management of the organization	D	C2/g	30		30								4	4		
Principles of economic law	L	E2/g	30		30								3	3		
School of business practitioners	W	C5, C6	48					24	24				4			2
Social or economic project	own's work	C6	100						100				4			4
PROFILE COURSES				604						63						
Human resources management	L & T	C3/g, E3/g	60			60							7		7	
Corporate finance	L & T	C3/g, E3/g	60			60							7		7	
Microeconomics	L & T	C3/g, E3/g	60			60							6		6	
Principles of marketing	L	E3/g	30			30							4		4	
Organisational behaviour	D	C3/g	30			30							4		4	
Financial analysis	L & T	C4/g, E4/g	60				60						6		6	
Marketing research	L & T	C4/g, E4/g	60				60						6		6	
Macroeconomics	D	C4/g	30				30						4		4	
Principles of publi relations	L	E4/g	30				30						4		4	
Change management	L	E4/g	30				30						4		4	
Quality management	D	C4/g	30				30						4		4	

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Elective course	D	C5/g	24					24							3					3	
Degree exam	own's work	E6/g	100											100	4						4
ELECTIVE COURSES			360												38						
SPECIALISATION I: MARKETING IN ENTERPRISES																					
Elective courses - group I (choice of 4 from 6 subjects - 2 subjects per semester):																					
Fundamentals of advertising	L & T	C5/g, E5/g	60					60							5					5	
Principles of negotiation and mediation	L & T	C5/g, E5/g	60					60							5					5	
Corporate social responsibility (CSR)	L & T	C5/g, E5/g	60					60							5					5	
Promotion strategy	L & T	C6/g, E6/g	60					60							6					6	
Marketing in trade and services	L & T	C6/g, E6/g	60					60							6					6	
Competition strategies	L & T	C6/g, E6/g	60					60							6					6	
Elective courses - group II (choice of 4 from 6 subjects - 2 subjects per semester):																					
Knowledge management	D	C5/g	30					30							4					4	
Operational controlling	D	C5/g	30					30							4					4	
Brand management	D	C5/g	30					30							4					4	
Psychology of advertising	D	C6/g	30					30							4					4	
Consumer behaviour	D	C6/g	30					30							4					4	
Supply chain management	D	C6/g	30					30							4					4	
SPECIALISATION II: ADVERTISING																					
Elective courses - group I (choice of 4 from 6 subjects - 2 subjects per semester):																					
Fundamentals of advertising	L & T	C5/g, E5/g	60					60							5					5	
Principles of negotiation and mediation	L & T	C5/g, E5/g	60					60							5					5	
Corporate social responsibility (CSR)	L & T	C5/g, E5/g	60					60							5					5	
Promotion strategy	L & T	C6/g, E6/g	60					60							6					6	
Marketing in trade and services	L & T	C6/g, E6/g	60					60							6					6	
New technologies in marketing	L & T	C6/g, E6/g	60					60							6					6	
Elective courses - group II (choice of 4 from 6 subjects - 2 subjects per semester):																					
Knowledge management	D	C5/g	30					30							4					4	
Social psychology	D	C5/g	30					30							4					4	
Brand management	D	C5/g	30					30							4					4	
Psychology of advertising	D	C6/g	30					30							4					4	
Consumer behaviour	D	C6/g	30					30							4					4	
Social media in business	D	C6/g	30					30							4					4	
SPECIALISATION III: MANAGEMENT OF SMALL AND MEDIUM SIZE ENTERPRISE																					
Elective courses - group I (choice of 4 from 6 subjects - 2 subjects per semester):																					
Fundamentals of advertising	L & T	C5/g, E5/g	60					60							5					5	
Principles of negotiation and mediation	L & T	C5/g, E5/g	60					60							5					5	
Corporate social responsibility (CSR)	L & T	C5/g, E5/g	60					60							5					5	
Promotion strategy	L & T	C6/g, E6/g	60					60							6					6	
Marketing in trade and services	L & T	C6/g, E6/g	60					60							6					6	
Competition strategies	L & T	C6/g, E6/g	60					60							6					6	
Elective courses - group II (choice of 4 from 6 subjects - 2 subjects per semester):																					
Operational controlling	D	C5/g	30					30							4					4	
Brand management	D	C5/g	30					30							4					4	
SMEs finance and accounting	D	C5/g	30					30							4					4	

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Psychology of advertising	D	C6/g	30					30	4					4
Consumer behaviour	D	C6/g	30					30	4					4
Business start-up	D	C6/g	30					30	4					4
SPECIALISATION IV: HUMAN RESOURCES MANAGEMENT (HRM)														
Elective courses - group I (choice of 4 from 6 subjects - 2 subjects per semester):														
Principles of negotiation and mediation	L & T	C5/g, E5/g	60					60	5					5
Corporate social responsibility (CSR)	L & T	C5/g, E5/g	60					60	5					5
Selection of employees	L & T	C5/g, E5/g	60					60	5					5
Employee motivation, remuneration and evaluation systems	L & T	C6/g, E6/g	60					60	6					6
Responding to criticism	L & T	C6/g, E6/g	60					60	6					6
Career development and employee training	L & T	C6/g, E6/g	60					60	6					6
Elective courses - group II (choice of 4 from 6 subjects - 2 subjects per semester):														
Knowledge management	D	C5/g	30					30	4					4
Social psychology	D	C5/g	30					30	4					4
Work organisation and methods	D	C5/g	30					30	4					4
Positive organisational atmosphere development	D	C6/g	30					30	4					4
Legal aspects of personnel management	D	C6/g	30					30	4					4
Employee-employer relations	D	C6/g	30					30	4					4
SPECIALISATION V: INTERNATIONAL LOGISTICS														
Elective courses - group I (choice of 4 from 6 subjects - 2 subjects per semester):														
Principles of negotiation and mediation	L & T	C5/g, E5/g	60					60	5					5
Corporate social responsibility (CSR)	L & T	C5/g, E5/g	60					60	5					5
International economic relations	L & T	C5/g, E5/g	60					60	5					5
Customer relationship management (CRM)	L & T	C6/g, E6/g	60					60	6					6
Economics of transport and spedition	L & T	C6/g, E6/g	60					60	6					6
Competition strategies	L & T	C6/g, E6/g	60					60	6					6
Elective courses - group II (choice of 4 from 6 subjects - 2 subjects per semester):														
Operational controlling	D	C5/g	30					30	4					4
Foreign trade	D	C5/g	30					30	4					4
Fundamentals of logistics	D	C5/g	30					30	4					4
IT systems in logistics	D	C6/g	30					30	4					4
Supply chain management	D	C6/g	30					30	4					4
Urban transportation and logistics	D	C6/g	30					30	4					4
SPECIALISATION VI: DIGITAL ECONOMY IN BUSINESS														
Elective courses - group I (choice of 4 from 6 subjects - 2 subjects per semester):														
Principles of negotiation and mediation	L & T	C5/g, E5/g	60					60	5					5
Corporate social responsibility (CSR)	L & T	C5/g, E5/g	60					60	5					5
Digital economy and information society	L & T	C5/g, E5/g	60					60	5					5
Customer relationship management (CRM)	L & T	C6/g, E6/g	60					60	6					6
E-services	L & T	C6/g, E6/g	60					60	6					6
New technologies in marketing	L & T	C6/g, E6/g	60					60	6					6
Elective courses - group II (choice of 4 from 6 subjects - 2 subjects per semester):														
Knowledge management	D	C5/g	30					30	4					4
Brand management	D	C5/g	30					30	4					4

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e-business strategies and models	D	C5/g	30					30		4					4
Consumer behaviour	D	C6/g	30					30		4					4
Social media in business	D	C6/g	30					30		4					4
Business start-up	D	C6/g	30					30		4					4