

Study programme  
Full-time study  
Field of study: Management  
**Bachelor in Business Administration**  
General academic profile

	SUBJECT	HOURS	ECTS (European Credit Transfer System Points)	1st semester	2nd semester	3rd semester	4th semester	5th semester	6th semester
<b>A.</b>	<b>GENERAL COURSES</b>	<b>300</b>	<b>16</b>	<b>195</b>	<b>30</b>	<b>30</b>	<b>45</b>	<b>0</b>	<b>0</b>
1	Introduction to media studies	45	3	45					
2	Philosophical and ethical dilemmas of the modern world	30	2	30					
3	Ochrona własności intelektualnej	30	2	30					
4	Information technology	30	2	30					
5	Physical education	30	1	30					
6	Polish language	120	1/1/1/2	30	30	30	30		
7	Proseminarium	15	1				15		
<b>B.</b>	<b>DIRECTIONAL COURSES</b>	<b>1320</b>	<b>101</b>	<b>270</b>	<b>330</b>	<b>270</b>	<b>300</b>	<b>135</b>	<b>0</b>
8	Law	60	5	60					
9	Microeconomics	90	3/4	60	30				
10	Marketing and advertisement	90	3/4	60	30				
11	Mathematics for business	75	3/3	45	30				
12	Descriptive statistics	75	3/3	45	30				
13	Theory of organization	60	5		45				
14	Finance	45	4		45				
15	Marketing research	60	4		60				
16	IT in management	30	2		30				
17	Entrepreneurship development strategy	30	2		30				
18	Introduction to macroeconomics	60	5			60			
19	Introduction to accountancy	45	4			45			
20	Project management	30	2			30			
21	Introduction to management	75	3/3			45	30		
22	Human resources management	75	3/3			45	30		
23	Finance of enterprise	75	3/3			45	30		
24	Quality management	45	3				45		
25	Financial accounting	60	5				60		
26	Contemporary theories of entrepreneurship	45	3				45		
27	History of economic thought	30	2				30		
28	Information processes in management	30	2				30		
29	Introduction to logistics	45	3					45	
30	Operational techniques and leadership	45	3					45	
31	Public relations	45	3					45	
<b>C.</b>	<b>SPECIALIZATION COURSES: BUSINESS ADMINISTRATION</b>	<b>690</b>	<b>51</b>						
32	Business Plans and Entrepreneurship	45	4			45			
33	Introduction to Business Accounting	45	3			45			
34	E-Commerce in Small Business Ventures	30	2			30			
35	Introduction to Business Intelligence Systems	45	3				45		
36	Global Business	60	4					60	
37	International Financial Management	60	4					60	
38	Business Foundations and Principles	75	3/2					45	30
39	Basic Banking	75	3/2					45	30
40	Managerial Budgeting and Forecasting	75	3/2					30	45
41	Launching New Products	60	4						60
42	Seminar (w tym przygotowanie pracy dyplomowej i prezentacji do egzaminu dyplomowego)	120	5/7					60	60
<b>D.</b>	<b>INTERNSHIP</b>	<b>180</b>	<b>6</b>						<b>6</b>
	<b>TOTAL</b>	<b>2310</b>	<b>180</b>	<b>465</b>	<b>390</b>	<b>450</b>	<b>345</b>	<b>435</b>	<b>315</b>

