

**CARD OF THE PROGRAM OF STUDIES <sup>1</sup>**Name of the study program (field of study): **MANAGEMENT**Name of the Faculty: **FACULTY OF ECONOMICS AND MANAGEMENT**

level of training (first-cycle / second-cycle degree)	second-cycle degree
in the educational profile (general academic / practical)	general academic
form of the studies (full-time / part-time)	full-time
is in force for an academic year	2023/2024
the date and the number of a senate resolution accepting program of study <sup>2</sup>	22.05.2023 r.
the date and the number of a senate resolution accepting directional effects of the education <sup>3</sup>	22.05.2023 r.
leading discipline (where more than half of the learning outcomes will be achieved) - specify percentage	management and quality science – 80%
other disciplines - specify percentage	economics and finances – 20%
duration (in semesters)	4
number of ECTS points	120
total number of hours in the study plan (including internships)	1501
the hours of internship, the rules and form of their completion and the number of ECTS credits to be obtained by the student in these internship (if the study programme provides for internship)	160 godz. / 6 ECTS The function of professional practice is fulfilled by a mentoring internship. Apprenticeship is carried out during studies and is credited in semester 3. Apprenticeship is carried out in an institution and at a position that guarantees the achievement of learning outcomes. The rules for completing and crediting the internship are set out in the Regulations of Studies at OUoT, Regulations of student internships at OUoT, Faculty rules for student internships and the course description card.
professional title received by the graduate	magister (analogue: Master)
classification ISCED <sup>4</sup>	0413
connection with the mission of the University and her development strategy	In accordance with the Development Strategy of the Opole University of Technology until 2030 (annex to Resolution No. 302 of the Senate of the Opole University of Technology

	<p>of April 17, 2019, part V), the mission of the Opole University of Technology is "sustainable development consisting in achieving excellence in three dimensions of our activity: education (teaching) , research activities and supporting the closer and further environment through:</p> <ul style="list-style-type: none"> <li>- education (teaching) of highly qualified staff in the field of market-oriented fields of study and specializations, resulting from the needs and development trends of the economy, based on modern teaching infrastructure and scientific and research experience,</li> <li>- effective implementation of world-class scientific research and conducting expert activities for the purpose of introducing innovations supporting the development of the socio-economic environment,</li> <li>- creating, together with the socio-economic environment of the University, favorable organizational, infrastructural and financial conditions for studying, working and conducting scientific research at the Opole University of Technology, which has the status of an academic university".</li> </ul> <p>The implemented program of studies in the field of management of the second degree is in line with the mission of the University and the concept of the University supporting the socio-economic development of the environment in which it operates and for which it operates.</p> <p>The first dimension of the University's activity concerns the area of education. The program of studies with a general academic profile is in line with the conducted scientific research in the field of social sciences.</p> <p>The quality and cognitive value of the scientific and research work of the University's employees, reflected in the evaluation of scientific disciplines, confirms that the study program is part of the second dimension of the University's activity.</p> <p>The proposed form, scope and method of implementing the didactic process are conducive to the development and intensification of cooperation between employees, students and graduates with the socio-economic environment, in particular with entrepreneurs and local government units. Thus, the study program is part of the third dimension of the University's activity.</p> <p>Education in the field of management is the implementation of a wide range of goals set by the University. Maintaining didactic assumptions oriented to the future and the needs of the socio-economic environment will allow to maintain the current and market attractive character of education. Activities related to running the field of study are part of the overall concept of the University's development, creating conditions for intensive scientific, didactic and infrastructural development, taking into account the needs of students and employers.</p>
<p>preliminary requirements - expected competences of a candidate (particularly in case of second degree studies)</p>	<p>He/She has knowledge and skills in the field of first-cycle studies in the field of management or another field of study with convergent learning outcomes (level 6 of the Polish Qualifications Framework).</p>

	He/She is ready to acquire new competences and apply them in practice. Has problem solving skills and is ready to work in a group.	
recruitment rules (including qualifying subjects and the weighting factors established for them)	The basis for qualification for second-cycle studies is the grade from the first-cycle diploma, on the basis of which ranking lists of candidates are drawn up. Admission to second-cycle studies is possible after completing first-cycle studies in the same field of study or after completing first-cycle studies or uniform master's studies, if the candidate has achieved the same learning outcomes appropriate for graduates of first-cycle studies in the field of management. If the candidate has completed a field of study with a similar program and has achieved similar learning outcomes which are the basis for the implementation of the study program in the field for which he/she is recruited, he/she may complete the missing learning outcomes during the recruitment process. Admission to second-cycle studies shall be refused if the candidate has not achieved the learning outcomes constituting the basis for the implementation of the study program in the field for which he/she is recruited.	
methods of the education effects verification	The list of exams and the rules for evaluating individual subjects are specified in the subject description cards.	
summary indicators being characteristic of a program of the education, including:	total number of ECTS points, with which the student must get university teachers requiring the direct participation as part of classes	100
	total number of points of ECTS which the student must get as part of classes of the level in basic sciences to which effects of educating the education for the specific programme refer, and the profile of the education	11
	<del>for the practical profile total number of ECTS points assigned for the classes associated with the practical vocational education</del>	-
	for the general-academic profile, the total number of ECTS credits allocated to courses which are related to the research conducted in the institution in the <del>discipline or</del> disciplines to which the field of study is assigned.	92
	number of ECTS credits to be obtained by the student in the humanities <del>or social sciences</del>	5
	<del>for full-time undergraduate or master's degree courses, the number of hours of physical education classes</del>	-
	number of ECTS credits to be obtained by the student in the elective courses	36

<sup>1</sup> Study programme card separate for full-time and part-time studies (if any)

<sup>2</sup> date and number of the Senate resolution to be completed by the Dean after the programme has been approved by the Senate

<sup>3</sup> date and number of the Senate resolution accepting the study programme in which the learning outcomes were adopted (changed)

<sup>4</sup> enter one ISCED classification code

English language path translated from Polish *zarządzanie* field of study and Polish *marketing menedżerski* specialty.

Specialties in the field of study:

- 1) human capital management (Polish),
- 2) managerial marketing (Polish and English).

Study program approved by the faculty student self-government body

*Albina Magdalena*

signature of the faculty representative  
of the student self-government body

DZIEKAN  
Wydziału Ekonomii i Zarządzania

*Eluzy*  
*dr inż. Marzena Szewczuk-Stepień*

date, Dean's signature and stamp

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level of training (first-cycle / second-cycle degree)	second-cycle degree
in the educational profile (general academic / practical)	general academic
form of the studies (full-time / part-time)	part-time
is in force for an academic year	2023/2024
the date and the number of a senate resolution accepting program of study <sup>2</sup>	22.05.2023 r.
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leading discipline (where more than half of the learning outcomes will be achieved) - specify percentage	management and quality science – 80%
other disciplines - specify percentage	economics and finances – 20%
duration (in semesters)	4
number of ECTS points	120
total number of hours in the study plan (including internships)	836
the hours of internship, the rules and form of their completion and the number of ECTS credits to be obtained by the student in these internship (if the study programme provides for internship)	160 godz. / 6 ECTS The function of professional practice is fulfilled by a mentoring internship. Apprenticeship is carried out during studies and is credited in semester 3. Apprenticeship is carried out in an institution and at a position that guarantees the achievement of learning outcomes. The rules for completing and crediting the internship are set out in the Regulations of Studies at OUoT, Regulations of student internships at OUoT, Faculty rules for student internships and the course description card.
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*Abiab Magdalena*

.....  
signature of the faculty representative  
of the student self-government body

DZIEKAN  
Wydziału Ekonomii i Zarządzania

*Marzena Szewczyk-Stepień*  
.....  
*dr inż. Marzena Szewczyk-Stepień*

date, Dean's signature and stamp



**Table of the field learning outcomes**

Table of the field learning outcomes for Management second-cycle degrees studies

study program (field of study): Management level of study: second-cycle degree in the study profile: general academic	
Symbol of directional learning outcomes	Learning outcomes (content)
<b>Knowledge</b>	
K2_W01	S/He knows and understands in depth selected facts, objects and phenomena in the field of management and quality sciences, as well as related methods and theories explaining the complex relationships between them.
K2_W02	S/He knows and understands in depth the main development trends in the disciplines of management and quality science, as well as economics and finance.
K2_W03	S/He knows and understands the terminology used in management and quality sciences to an in-depth level.
K2_W04	S/He knows and understands in depth the possibilities of using classical and IT tools supporting analytical and decision-making processes.
K2_W05	S/He knows and understands in depth the economic, legal, ethical issues and other conditions of various types of professional activity related to the field of management, including concepts and principles of industrial property protection and copyright law.
K2_W06	S/He knows and understands in depth the objectives and methods of data analysis in the discipline of management and quality science, including the use of quantitative methods.
K2_W07	S/He knows and understands in depth the basic principles of creating and developing various forms of entrepreneurship, as well as the premises and possible effects of decisions of an economic nature.
K2_W08	S/He knows and understands in depth the fundamental dilemmas of modern civilization and the changes taking place in the social, economic and legal environment.
K2_W09	S/He knows and understands in in depth the theories and terminology in a foreign language proper to the studied field, enabling the use of a foreign language at the B2 + level of the European System of Language Description
<b>Skills</b>	
K2_U01	S/He is able to select and use sources and information in the field of management and quality science in order to define and solve complex and unusual problems in unpredictable conditions.
K2_U02	S/He is able use classical and IT methods and tools to define and solve problems, as well as perform tasks and present data in the field of management and quality science.
K2_U03	S/He is able to formulate and test hypotheses related to simple research problems using in-depth knowledge of management and quality sciences.
K2_U04	S/He is able to communicate with diverse group of recipients, lead a debate and present information in the field of management and quality science.
K2_U05	S/He is able to participate in the work of a team, interact with other people and lead a team in performing tasks related to the field of management.
K2_U06	S/He is able to independently plan and implement his/her own lifelong learning and direct others in this area.
K2_U07	S/He is able to use a foreign language at the B2+ level of the Common European Framework of Reference for Languages and specialist terminology.

<b>Social competencies</b>	
K2_K01	S/He is ready to recognize the importance of knowledge in the field of management and quality sciences in solving cognitive and practical problems, critically assess the knowledge and received content, and consult experts in the event of difficulties in solving the problem on their own.
K2_K02	S/He is ready to fulfill social obligations, to inspire and organize activities for the benefit of the social environment and to initiate activities for the common good.
K2_K03	S/He is ready to communicate and cooperate with the environment, including people who are and are not specialists in the discipline of management and quality science.
K2_K04	S/He is ready to think and act in a creative, engaged and entrepreneurial way.
K2_K05	S/He is ready to fulfill future professional roles responsibly, maintain the ethos of the profession and develop its achievements, observe and develop the principles of professional ethics and act for the observance of these principles.
K2_K06	S/He is ready to take into account the changing needs of the socio-economic environment while respecting the principles of ethics, common good and public interest.

Explanation of the symbol:

The symbol of the effect includes:

- letter K – differentiator of field effects,
- number 2 – second – cycle studies,
- sign \_ (underscore),
- letter W, U or K – indication of the effects category (W – knowledge, U – skills, K – social competencies),
- 01, ... - number of the effect within a particular category, presented in the form of two digits (*numbers 1-9 are to be preceded by number 0*).
- P7S... - component of the description code in accordance with the Polish Qualifications Framework for level 7 (master studies)

Prodziekan ds. dydaktyki

*dr Piotr Zamęski*

WYDZIAŁ EKONOMII I ZARZĄDZANIA



**PLANY I PROGRAMY STUDIÓW**  
***STUDY PLANS AND PROGRAMMES***

**KIERUNEK STUDIÓW - FIELD OF STUDY**

- MANAGEMENT

- MANAGERIAL MARKETING

***Studia stacjonarne***  
***drugiego stopnia***  
***- wg specjalności***

***Second Cycle Programme - Full-Time Studies***

**CHARAKTERYSTYKA OGÓLNA****kierunek studiów: MANAGEMENT****profil: OGÓLNOAKADEMICKI****specjalność: MANAGERIAL MARKETING****nazwa wydziału: WYDZIAŁ EKONOMII I ZARZĄDZANIA**

<b>plan studiów</b>	uchwała Senatu PO z dnia	<b>nie podano daty</b>
	obowiązuje od roku akademickiego	<b>2023/2024</b>
<b>forma studiów (stacjonarne / niestacjonarne)</b>	<b>stacjonarne</b>	
<b>poziom studiów (I stopnia / II stopnia)</b>	<b>II-go stopnia</b>	
<b>czas trwania (w sem.)</b>	<b>4</b>	
<b>tytuł zawodowy otrzymywany przez absolwenta</b>	<b>magister</b>	
<b>liczba punktów ECTS</b>	<b>120</b>	

## PLAN STUDIÓW – STUDY PLAN

POLITECHNIKA OPOLSKA WYDZIAŁ EKONOMII I ZARZĄDZANIA	OPOLE UNIVERSITY OF TECHNOLOGY FACULTY OF ECONOMICS AND MANAGEMENT
Kierunek studiów: <b>MANAGEMENT</b>	Field of study: <b>MANAGERIAL MARKETING</b>
STUDIA STACJONARNE DRUGIEGO STOPNIA – MAGISTERSKIE	
SECOND CYCLE PROGRAMME - FULL-TIME STUDIES ( <i>Master of Science degree</i> )	

SPECJALNOŚĆ – SPECIALIZATION:
<b>MANAGERIAL MARKETING</b> - NAZWA NIE JEST PRZETŁUMACZONA

SEMESTR: 1 (1 <sup>st</sup> Semester)		Liczba godzin zajęć w semestrze; E – egzamin Working time (hours) a semester; E – Exam					ECTS	TYP
Nr	Przedmiot	W	C	L	P	S		
		Subject unit – semester curricular	(Lecture)	(Practical classes)	(Laboratory classes)	(Project)	(Seminar)	
1.1	Management philosophy	30	30	–	–	–	5	O
	Management philosophy							
1.2	Management concepts	15E	30	–	–	–	4	K
	Management concepts							
1.3	Enterprise financial management	30E	30	–	–	–	3	K
	Enterprise financial management							
1.4	Economic and trade law	30E	30	–	–	–	4	K
	Economic and trade law							
1.5	Processes management	15	30	–	–	–	3	K
	Processes management							
1.6	Contemporary concepts of marketing	30	15	–	–	–	3	K
	Contemporary concepts of marketing							
1.7	Logistics in business	15	30	–	–	–	3	K
	Logistics in business							
1.8	Compliance in the enterprise	15	–	–	–	–	2	K
	Compliance in the enterprise							
1.9	Negotiations in international business	15	30	–	–	–	3	K
	Negotiations in international business							
Liczba godzin w semestrze (Number of hours in a semester)		195	225	–	–	–	30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		420						

SEMESTR: 2 (2 <sup>nd</sup> Semester)		Liczba godzin zajęć w semestrze; E – egzamin Working time (hours) a semester; E – Exam					ECTS	TYP
Nr	Przedmiot	W	C	L	P	S		
		Subject unit – semester curricular	(Lecture)	(Practical classes)	(Laboratory classes)	(Project)	(Seminar)	
2.1	Methods of statistical inference Methods of statistical inference	30E	–	30	–	–	4	P
2.2	Strategic management Strategic management	30	–	–	30	–	4	K
2.3	Management accounting Management accounting	15E	–	30	–	–	3	K
2.4	Contracts in economic transactions Contracts in economic transactions	15	30	–	–	–	3	K
2.5	Entrepreneurship and gamification in business Entrepreneurship and gamification in business	15	–	15	–	–	2	K
2.6	Personal marketing Personal marketing	30	15	15	–	–	4	K
2.7	Selected aspects of intercultural psychology Selected aspects of intercultural psychology	30	–	–	–	–	2	K
2.8	Business social responsibility Business social responsibility	15	15	–	–	–	3	K
2.9	Enterprise value management Enterprise value management	30E	–	15	–	–	3	K
2.10	Master's seminar I Master's seminar I	–	–	–	–	30	2	K
Liczba godzin w semestrze (Number of hours in a semester)		210	60	105	30	30	30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		435						

SEMESTR: 3 (3 <sup>rd</sup> Semester)		Liczba godzin zajęć w semestrze; E – egzamin Working time (hours) a semester; E – Exam					ECTS	TYP
Nr	Przedmiot	W	C	L	P	S		
		Subject unit – semester curricular	(Lecture)	(Practical classes)	(Laboratory classes)	(Project)	(Seminar)	
3.1	Specialist foreign language	–	–	30	–	–	2	O
	Specialist foreign language							
3.2	Elective course- Analysis of markets and market information	30E	–	30	–	–	4	KS
	Elective course- Analysis of markets and market information							
3.3	Elective course- Marketing in social media	30E	–	–	30	–	4	KS
	Elective course- Marketing in social media							
3.4	Elective course- Branding	30	–	30	–	–	4	KS
	Elective course- Branding							
3.5	Elective course- Management of relations with environment	30E	–	–	15	–	4	KS
	Elective course- Management of relations with environment							
3.6	Master's seminar II	–	–	–	–	30	2	K
	Master's seminar II							
3.7	Mentoring internship	6	160	–	–	–	6	K
	Mentoring internship							
3.8	Elective course- Creative marketing strategies	30	30	–	–	–	4	KS
	Elective course- Creative marketing strategies							
Liczba godzin w semestrze (Number of hours in a semester)		156	190	90	45	30	30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		511						

<b>SEMESTR: 4 (4<sup>th</sup> Semester)</b>		<b>Liczba godzin zajęć w semestrze; E – egzamin Working time (hours) a semester; E – Exam</b>					<b>ECTS</b>	<b>TYP</b>
<b>Nr</b>	<b>Przedmiot</b>	<b>W</b>	<b>C</b>	<b>L</b>	<b>P</b>	<b>S</b>		
		<b>Subject unit – semester curricular</b>	<b>(Lecture)</b>	<b>(Practical classes)</b>	<b>(Laboratory classes)</b>	<b>(Project)</b>	<b>(Seminar)</b>	
4.1	Elective course- Sales management Elective course- Sales management	30	30	–	–	–	4	KS
4.2	Managerial training Managerial training	–	30	–	–	–	2	K
4.3	Master's seminar III Master's seminar III	–	–	–	–	30	2	K
4.4	Master's thesis Master's thesis	godziny niekontaktowe (un-contact hours)					20	K
Przedmioty obieralne – wymagana liczba p. ECTS w semestrze (Optional units – compulsory ECTS in a semester)							2	
4.5	Elective course in foreign language Elective course in foreign language	15	–	–	–	–	(2)	Ob
Liczba godzin w semestrze (Number of hours in a semester)		45	90				30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		135						



PLAN STUDIÓW RAZEM (TOTAL STUDY PLAN)		ECTS
Łącznie godzin kontaktowych/ECTS w planie studiów	1501	120
Total contact hours/ECTS in study plan		

STATYSTYKA PROGRAMU KSZTAŁCENIA			
Typ	Przedmioty	p. ECTS	liczba godzin
O	Ogólne	7	90
K	Kierunkowe	83	991
P	Podstawowe	4	60
KS	Kierunkowe - specjalność	24	345
Ob	Obieralne	2	15
<b>Łącznie:</b>		120	1501

Program kształcenia dostosowany do wydziałowych efektów uczenia się dla kierunku studiów MANAGEMENT (studia drugiego stopnia)

Plan i program studiów:

- uchwalony przez Senat PO w dniu nie podano daty
- zaopiniowany przez samorząd studencki.

Politechnika Opolska  
Wydział Ekonomii i Zarządzania  
Opole 2023 r.

Prodziekan ds. dydaktyki

*dr Piotr Zamieński*

WYDZIAŁ EKONOMII I ZARZĄDZANIA



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***STUDY PLANS AND PROGRAMMES***

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- MANAGEMENT

- *MANAGERIAL MARKETING*

***Studia niestacjonarne***  
***drugiego stopnia***  
***- wg specjalności***

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<b>plan studiów</b>	<b>uchwała Senatu PO z dnia</b>	<b>nie podano daty</b>
	<b>obowiązuje od roku akademickiego</b>	<b>2023/2024</b>
<b>forma studiów (stacjonarne / niestacjonarne)</b>	<b>niestacjonarne</b>	
<b>poziom studiów (I stopnia / II stopnia)</b>	<b>II-go stopnia</b>	
<b>czas trwania (w sem.)</b>	<b>4</b>	
<b>tytuł zawodowy otrzymywany przez absolwenta</b>	<b>magister</b>	
<b>liczba punktów ECTS</b>	<b>120</b>	

## PLAN STUDIÓW – STUDY PLAN

POLITECHNIKA OPOLSKA WYDZIAŁ EKONOMII I ZARZĄDZANIA	OPOLE UNIVERSITY OF TECHNOLOGY FACULTY OF ECONOMICS AND MANAGEMENT
Kierunek studiów: <b>MANAGEMENT</b>	Field of study: <b>MANAGERIAL MARKETING</b>
STUDIA NIESTACJONARNE DRUGIEGO STOPNIA – MAGISTERSKIE	
SECOND CYCLE PROGRAMME - PART-TIME STUDIES ( <i>Master of Science degree</i> )	

## SPECJALNOŚĆ – SPECIALIZATION:

**MANAGERIAL MARKETING**  
- NAZWA NIE JEST PRZETŁUMACZONA

SEMESTR: 1 (1 <sup>st</sup> Semester)		Liczba godzin zajęć w semestrze; E – egzamin Working time (hours) a semester; E – Exam					ECTS	TYP
Nr	Przedmiot	W	C	L	P	S		
		Subject unit – semester curricular	(Lecture)	(Practical classes)	(Laboratory classes)	(Project)	(Seminar)	
1.1	Management philosophy	10	10	–	–	–	5	O
	Management philosophy							
1.2	Management concepts	10E	20	–	–	–	4	K
	Management concepts							
1.3	Enterprise financial management	10E	10	–	–	–	3	K
	Enterprise financial management							
1.4	Economic and trade law	10E	20	–	–	–	4	K
	Economic and trade law							
1.5	Processes management	10	10	–	–	–	3	K
	Processes management							
1.6	Contemporary concepts of marketing	20	10	–	–	–	3	K
	Contemporary concepts of marketing							
1.7	Logistics in business	10	10	–	–	–	3	K
	Logistics in business							
1.8	Compliance in the enterprise	10	–	–	–	–	2	K
	Compliance in the enterprise							
1.9	Negotiations in international business	10	10	–	–	–	3	K
	Negotiations in international business							
Liczba godzin w semestrze (Number of hours in a semester)		100	100	–	–	–	30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		200						

SEMESTR: 2 (2 <sup>nd</sup> Semester)		Liczba godzin zajęć w semestrze; E – egzamin Working time (hours) a semester; E – Exam					ECTS	TYP
Nr	Przedmiot	W	C	L	P	S		
		Subject unit – semester curricular	(Lecture)	(Practical classes)	(Laboratory classes)	(Project)	(Seminar)	
2.1	Methods of statistical inference	10E	–	10	–	–	4	P
	Methods of statistical inference							
2.2	Strategic management	10	–	–	10	–	4	K
	Strategic management							
2.3	Management accounting	10E	–	10	–	–	3	K
	Management accounting							
2.4	Contracts in economic transactions	10	10	–	–	–	3	K
	Contracts in economic transactions							
2.5	Entrepreneurship and gamification in business	10	–	10	–	–	2	K
	Entrepreneurship and gamification in business							
2.6	Personal marketing	10	10	10	–	–	4	K
	Personal marketing							
2.7	Selected aspects of intercultural psychology	10	–	–	–	–	2	K
	Selected aspects of intercultural psychology							
2.8	Business social responsibility	10	10	–	–	–	3	K
	Business social responsibility							
2.9	Enterprise value management	10E	–	10	–	–	3	K
	Enterprise value management							
2.10	Master's seminar I	–	–	–	–	20	2	K
	Master's seminar I							
Liczba godzin w semestrze (Number of hours in a semester)		90	30	50	10	20	30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		200						

SEMESTR: 3 (3 <sup>rd</sup> Semester)		Liczba godzin zajęć w semestrze; E – egzamin Working time (hours) a semester; E – Exam					ECTS	TYP
Nr	Przedmiot	W	C	L	P	S		
		Subject unit – semester curricular	(Lecture)	(Practical classes)	(Laboratory classes)	(Project)	(Seminar)	
3.1	Specialist foreign language	–	–	20	–	–	2	O
	Specialist foreign language							
3.2	Elective course- Creative marketing strategies	10	20	–	–	–	4	KS
	Elective course- Creative marketing strategies							
3.3	Elective course- Analysis of markets and market information	10E	–	20	–	–	4	KS
	Elective course- Analysis of markets and market information							
3.4	Elective course- Marketing in social media	10E	–	–	20	–	4	KS
	Elective course- Marketing in social media							
3.5	Elective course- Branding	10	–	20	–	–	4	KS
	Elective course- Branding							
3.6	Elective course- Management of relations with environment	20E	–	–	10	–	4	KS
	Elective course- Management of relations with environment							
3.7	Master's seminar II	–	–	–	–	20	2	K
	Master's seminar II							
3.8	Mentoring internship	6	160	–	–	–	6	K
	Mentoring internship							
Liczba godzin w semestrze (Number of hours in a semester)		66	180	60	30	20	30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		356						

SEMESTR: 4 (4 <sup>th</sup> Semester)		Liczba godzin zajęć w semestrze; E – egzamin Working time (hours) a semester; E – Exam					ECTS	TYP
Nr	Przedmiot	W	C	L	P	S		
		Subject unit – semester curricular	(Lecture)	(Practical classes)	(Laboratory classes)	(Project)	(Seminar)	
4.1	Managerial training Managerial training	–	20	–	–	–	2	K
4.2	Elective course- Sales management Elective course- Sales management	10	20	–	–	–	4	KS
4.3	Master's seminar III Master's seminar III	–	–	–	–	20	2	K
4.4	Master's thesis Master's thesis	godziny niekontaktowe (un-contact hours)					20	K
Przedmioty obieralne – wymagana liczba p. ECTS w semestrze (Optional units – compulsory ECTS in a semester)							2	
4.5	Elective course in foreign language Elective course in foreign language	10	–	–	–	–	(2)	Ob
Liczba godzin w semestrze (Number of hours in a semester)		20	60				30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		80						

PLAN STUDIÓW RAZEM (TOTAL STUDY PLAN)		ECTS
Łącznie godzin kontaktowych/ECTS w planie studiów	<b>836</b>	<b>120</b>
Total contact hours/ECTS in study plan		

STATYSTYKA PROGRAMU KSZTAŁCENIA			
Typ	Przedmioty	p. ECTS	liczba godzin
O	Ogólne	7	40
K	Kierunkowe	83	586
P	Podstawowe	4	20
KS	Kierunkowe - specjalność	24	180
Ob	Obieralne	2	10
<b>Łącznie:</b>		<b>120</b>	<b>836</b>

Program kształcenia dostosowany do wydziałowych efektów uczenia się dla kierunku studiów MANAGEMENT (studia drugiego stopnia)

Plan i program studiów:

- uchwalony przez Senat PO w dniu nie podano daty
- zaopiniowany przez samorząd studencki.

Politechnika Opolska  
Wydział Ekonomii i Zarządzania  
Opole 2023 r.

Prodziekan ds. dydaktyki

*dr Piotr Zawalski*



## **Graduate Profile – field of study: Management; second-cycle studies**

### **Graduate Profile – field of study: Management; second-cycle studies; specialty: Managerial Marketing**

The second-cycle degree programme in the field of management allows students to deepen their knowledge of selected management issues and acquire specialised skills that are vital in the activities of business entities and other organisations. Thanks to that students can become experts in a given area and better prepare for performing specific tasks related to particular professions. In addition, the second-cycle degree programme in this field allows students to acquire knowledge about current trends and new technologies that have an impact on business and economy. Students can participate in research projects and interact with representatives of business and other institutions. This allows them to gain valuable experience, contact with employers and learn about the reality of working in a given field.

#### *Knowledge*

After completing the second-cycle degree programme in the field of management, the graduate has in-depth knowledge of the position and significance of management and quality sciences in the field of social sciences and its relationship with other disciplines of science. He or she also has knowledge in the field of application of research methods and IT tools for collecting and analysing data, preparing presentations of the results developed on their basis and formulating conclusions. This knowledge makes it possible to understand both advanced socio-economic issues and search for cause-and-effect relationship with other research problems. The graduate of the degree programme knows and characterizes the significance of strategic thinking in terms of the changing socio-economic environment and competition between companies. He or she has in-depth knowledge about types of organisations, principles of teamwork organisation and dynamics of social processes in organisations, in particular, related to communication processes and principles regarding the use of intellectual property in the conducted business activity. He or she knows the methods that support decision-making processes in the context of diverse modern management concepts, and, in relation to this, also the conditioning of these processes. The curriculum is based on the substantive foundation of the curriculum of the first-cycle degree programme and develops the issues indicated there at an advanced level.

#### *Skills*

The graduate of the second-cycle degree programme in the field of management applies in-depth and specialised knowledge in the field of management and quality sciences and related sciences. He or she has an in-depth ability to integrate knowledge from diverse areas of the

management field and related fields in order to create proposals for innovative solutions taking into consideration teamwork and communication systems in the environment. He or she has an in-depth ability to present his/her own ideas, doubts, and suggestions in the field of management of the company and other organisations, with argumentation based on the acquired knowledge. He or she is thereby able to independently diagnose the situation, selecting appropriate methods and tools to analyse the problems and indicated business areas of the enterprise and its environment. In the course of the second-cycle degree programme, the graduate develops research skills, distinguishes between orientations in research methodology in management and quality sciences, identifies research problems, selects appropriate methods and analysis techniques, constructs research tools, develops, presents, and interprets research results, draws conclusions, indicates directions for further research.

In the course of the programme, the graduate acquires skills in the field of management of resources including human, material, financial, and information resources of an enterprise and other organisations to perform tasks effectively and efficiently, including under project conditions. Simultaneously, he or she is guided by the principles of ethics and good management practices. He or she is able to skilfully use selected theoretical approaches and conducts an analysis of the actions taken in economic practice. He or she has an in-depth ability to express himself/herself orally and in writing, in an accurate and coherent manner, on subjects related to selected management issues using various theoretical approaches within the scope of the achievement of management and quality sciences and related disciplines.

He or she has an ability to use specialised foreign language vocabulary in the area of management terminology (at least at B2+ level in the Common European Framework of Reference).

### *Social competence*

The graduate of the second-cycle degree programme in the field of management is aware of his/her knowledge and skills and understands the need for continuous training by expanding and updating knowledge in the management field. He or she is prepared to initiate and actively participate in projects, groups, organisations identifying the benefits of teamwork. He or she is able to carry out individual or team tasks in the field of managing a company and another type of organisation.

He or she responsibly prepares for his/her work and resolves dilemmas relating to his/her profession, makes decisions independently in crisis situations. He or she is able to think and act in an entrepreneurial manner. He or she has the competence to communicate and cooperate with the environment and is prepared to actively participate in groups and organisations which carry out tasks in the field of management.

Completing the second-cycle degree programme in the field of management provides a solid foundation for further education, including postgraduate studies and doctoral school, and allows graduates to take up jobs, including scientific and educational ones. The graduate has a sense of the need for continuous knowledge acquisition and lifelong learning.

The graduate of the second-cycle degree programme in the field of management is prepared to work in independent and managerial, consulting, or expert positions. He or she is also predisposed to independently undertake and conduct business activities.

Graduates of the second-cycle degree programme in the field of management have many opportunities to find employment in various types of institutions and organizations. Examples of institutions where they can find employment are as follows:

- 1) banks and financial institutions– as market analysts or employees of administration departments, including human resource personnel, as well as marketing specialists;
- 2) advisory and consulting companies - as analysts, business advisors, restructuring and merger consultants, strategy, and planning specialists;
- 3) public sector - as analysts or employees of administration departments;
- 4) manufacturing companies, trade, and service companies (domestic and international) - production specialists; procurement and distribution specialists, business planning and analysis specialists; employees in project teams, sales specialists, human resource specialists, marketing and promotion specialists, customer service specialists.

Students of the second-cycle degree programme in the field of management can choose from two specialisations (one in English):

- 1) managerial marketing (English and Polish language degree programme);
- 2) human capital management (Polish language degree programme).

Prodzikan ds. dydaktyki  
*dr Piotr Zawalski*