

Overall description of the studies in the full-time and part-time mode:

Program studiów uchwalony 15.05.2019 r. – uchwała Senatu Politechniki Opolskiej nr 311

CARD OF THE PROGRAM OF STUDIES

Name of the study program (field of study): Management

Name of the Faculty: Faculty of Economics and the Management

Tab. 2. Card of the program of studies Management led under the full-time procedure

Study programme	resolution of the Council from	24.04.2019
	is in force for an academic year	2019/2020
level of training (first-cycle / second-cycle degree)		second-cycle degree ¹
in the educational profile (general academic / practical)		general academic
the date and the number of a senate resolution accepting directional effects of the education		Attachment no 5 to Resolutions no 154 of Opole University of Technology Senate from 20 September 2017
form of the studies (full-time / part-time)		full-time ² / part-time ³
assigning the education to area or areas		Field of study Management belongs to areas of education in the social studies and in the humanities ⁴
showing scientific disciplines (or artistic) which learning outcomes for the program refer to (underline the leading discipline, to which minimum 50% of the learning outcomes refer to)		<u>management and quality sciences</u> , economics and finances, philosophie
duration (in semesters)		4
number of ECTS points		120
professional title received by the graduate		magister ⁵ (analogue: Master)
classification ISCED		0413- management and administration 0414 – marketing and advertisement
connection with the mission of the University and her		Management is writing down the program carried out of educating on direction oneself into records of the mission of

¹ Record consistent with: Załącznik nr 3 do zarządzenia 70/2017 Rektora PO

² Record consistent with: Zarządzenie Rektora Politechniki Opolskiej nr 21/2014

³ Record consistent with: Zarządzenie Rektora Politechniki Opolskiej nr 21/2014

⁴ Record consistent with: § 1 pkt. 2) Zarządzenia 5 Rektora Politechniki Opolskiej z 23.01.2018r.

⁵ Record consistent with: § 1 pkt. 7, lit. 9) Zarządzenia 70 Rektora Politechniki Opolskiej z 24.11.2017r.

development strategy	<p>the University and into the idea of the responsibility of the University towards the society, in which he/she is functioning and for which cannon.</p> <p>The mission of the Opole University of Technology is the sustainable development defined as achieving perfection in three dimensions of our activity: education/teaching, scientific activities and supporting the closer and further business environment. In the first dimensions the following goal of the University has been pointed out: <i>Education/teaching of high qualified personell in market-orineted study majors and specialzations resulting from needs and development trends of the economy, based on moderns didactic infrastructure and scientific and research experience</i></p> <p>The study program fully fits into the conducted scientific research in the area of social sciences and humanities. The quality and cognitive value of the scientific and research acticity of the Faculties employees, reflected in the high parametric evaluation of the unit, fully reflect the second dimensions of the Universities activity, which is:</p> <p>An effective conduction of scientific, world-class research as well as expert activities for the implementation of innovations that support the development of the socio-economic environment.</p> <p>The proposed form, scope and method of implementation of the didactic process contribute to the development and intensification of cooperation between faculty employees, its students and graduates with the economic environment, in particular with the business and local government.</p> <p>Thus, the study program includes the implementation of the third dimension, which is: In cooperation with the socio-economic environment of the University, the development of favourable organisational, infrastuture and financial conditions for studying and conducting research at the Opole University of Technology, which has the status of an academic university.</p> <p>The study program includes undertaking all strategic, vertical challenges that have been included in the area W1. Education/ Teaching Developmnet Strategy of the Opole University of Technology, i.e.: development and improvement of market-orientd fields of study and specializations and forms of life-long learning/education.</p> <p>The above strategic objective will be reached among others through: - constantly improvement and adapting the educational offer to requirements of the labour market with setting for the purposes</p>
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of the region and enterprises operating in it with the pressure on innovation, knowledge, abilities and professional competence of graduates;

- the co-operation with the Business Council of the Faculty of Economics and Management in the area of monitoring the expectations of entrepreneurs;
- implementation of the project of two diplomas for students carrying out subjects conducted together by the Opole University of Technology and foreign partner;
- organization of practical classes in enterprises in the region;
- organization of lectures opened for given students by practitioners

Improving the conditions for studying and professional development of students, including dual studies.

This goal will be achieved, among others through:

- cooperation with the Business Council of the Faculty of Economics and Management in the area of developing joint study programs increasing the role and participation of entrepreneurs
- creating conditions contributing to the implementation of such study programs;
- cooperation with institutions of the socio-economic environment in the field of the implementation of diploma theses;
- expanding cooperation with potential employers
- implementation of the teaching process enabling students to develop individual talents and interests (innovative forms of education)
- creation and implementation of certified improvement courses

Further increase of the offer of foreign language teaching paths

This goal will be achieved, among others through:

- implementation of a foreign language teaching path on other specializations, in line with market expectations and available human resources
- conducting subjects in foreign languages within the Erasmus+ Program as well as were possible, withing the teaching program
- support for the development of language skills of faculty employees through the organization of language courses and financial support for the translation of teaching materials

Management constitutes educating on direction realization of the widest spectrum of purposes a College is putting which. Keeping teaching assumptions informed next time and surrounding will allow to hold current and market attractive character of the education.

Further strategic vertical challenges in the area W1. Education/ Teaching : Developmnet Strategy of the Opole University of Technology till 2030.

<p>cells of the education and the job opening and the continuation of studies</p>	<p>Direction carried out of the education is adapted for current and future requirements which are being put for employees of regional, domestic and international organizations. Conducted classes at the college allow not only to acquire the appropriate knowledge, but have appliqué character which lets for practical forming the abilities.</p> <p>The teaching process at management course of study allows students to join and utilize knowledge coming from various branches of science and it is primarily addressed to those persons who are interested in developing in themselves the habit of undertaking practical and successful action.</p> <p>During their courses students combine knowledge and practical abilities. They learn how to think and act successfully, manage teams, manage themselves and face contemporary challenges</p> <p>The graduate of the college of the second-cycle is prepared for undertaking studies of the III cycle and the post-graduate education.</p>
<p>preliminary requirements - expected competences of a candidate (particularly in case of second degree studies)</p>	<p>Positively passed final examination on studies I-st degree (related directions according to the figure of the Graduate)</p>
<p>principles of the recruitment (in accordance with the recruitment resolution)</p>	<p>According to conditions and the mode of the enrolment at second cycle studies.</p> <p>A meeting the requirements of formal recruitments described in <i>Conditions and the procedure is a base of the recruitment</i>.</p> <p>The candidate for studies of the second degree should have professional title of the master's degree, graduate with a bachelor's degree, engineer or equal, get on in the process or related subjects. For the admission to the college of the second degree a value of the indicator recruitment, resulting from the evaluation from the diploma of completing the previous college is a deciding criterion on in the process or related subject.</p> <p>Documents essential to fold the recruitment in the process are specific in the document <i>Conditions and the mode of the recruitment...</i></p>
<p>differences in the ratio to other programs about similarly defined cells and effects of the education led at the Opole University of Technology</p>	<p>None</p>
<p>ways of the verification of established effects of educating</p>	<p>Established effects of the education will be subject to a verification in the way determined in cards of improving the object.</p> <p>Ranking classes is being effected based on the verification of effects of the education, in the form: of test works, tests, projects, papers and other forms of checking the knowledge, the ability and competence of social students (§ 16 of pt 7 of study regulation OUT from 26.04.2017).</p>

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 ECTS
	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	23
	for the practical profile total number of ECTS points assigned for the classes associated with the practical-vocational education, for the general-academic profile total number of ECTS points assigned for classes associated with conducted researches in a field of science or art associated with direction	106 ECTS
	number of ECTS points which the student must get as part of classes in areas of humanities or the social science	120
	percentage share of the number of ECTS points for the area of the education "and" in the total number of ECTS points - necessary to determine for every area of the education, in case of the program studies for the program of educating the education assigned to more than one area	86,94% ECTS management and quality sciences, 9,45% economics and finances, 3,61% philosophy

Study program approved by the faculty student self-government body

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

.....
date, Dean's signature and stamp

Learning outcomes

LEARNING OUTCOMES FOR FIELD OF STUDY **MANAGEMENT** SECOND-CYCLE DEGREE STUDIES GENERAL ACADEMIC PROFILE

Annex No. 14 to the Quality of Education Book

Table of the field learning outcomes

Tab. 4. Table of the field learning outcomes for Management second-cycle degrees studies

study program (field of study): Management level of study: second-cycle degree - 7 in the study profile: general academic	
Symbol of directional learning outcomes	Learning outcomes (content)
Knowledge	
K2_W01	S/he has in-depth knowledge of the place and importance of management and quality sciences in the area of social sciences and humanities and its objective and methodological connection with other scientific disciplines. S/he knows the definitions of the humanities and social sciences.
K2_W02	S/he has in-depth knowledge and explains the essence and interdependence of contemporary economic systems by integrating knowledge in the field of management and quality sciences and related scientific disciplines.
K2_W03	Defines and explains the factors: economic, legal and social, conditioning the forms, principles, essence and mechanisms of functioning of the organization in the modern economic space, including the principles of industrial property law and copyright.
K2_W04	S/he knows and understands both classical views in management and quality sciences as well as contemporary concepts and tools for cooperation and competition between economic systems and enterprises.
K2_W05	S/he knows and understands the importance of corporate social responsibility and points to its manifestations in practice, taking into account the challenges of the globalization processes.
K2_W06	S/he has in-depth knowledge about the role of man in the organization and about the principles and organization of teamwork.
K2_W07	S/he has knowledge in the field of specialized application of statistical methods and IT tools to collect and analyse data and to present the results developed on their basis and as well as to formulate decision-making conclusions.
K2_W08	S/he knows and understands methods supporting business decision-making processes (group, multi-faceted), using various sources, techniques and tools for data acquisition in conjunction with the studied specialty.
K2_W09	S/he has in-depth knowledge related to communication processes and rules regarding the use of intellectual property in the business.
K2_W10	S/he knows and understands the role and significance of processes in the context of organization management, using the appropriate methodology and basic concepts characteristic of the field of study

K2_W11	S/he knows and characterizes the importance of strategic thinking in the aspect of the changing socio-economic environment, including scientific theories characteristic for the field of study.
K2_W12	S/he knows and explains negotiation strategies in business and their relevance to business operations.
K2_W13	S/he knows in in-depth degree the mechanisms of the functioning of the financial system in the market economy and its impact on the management of organizations.
K2_W14	Explains the importance of principles and norms (legal, organizational, moral, ethical and philosophical) in social and economic life.
K2_W15	S/he has in-depth knowledge about the settings conditioning the development of individual entrepreneurship. S/he knows the principles of creating and developing business activities.
K2_W16	Knows and understands in in-depth degree 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
Skills	
K2_U01	Applies in-depth and specialized knowledge from a specific area of management and quality sciences and related sciences in connection with the specialty.
K2_U02	S/he is able to independently start a business and has skills in consulting when creating new entities.
K2_U03	S/he has research skills in the field of observation of management phenomena and processes in the organization as well as their analysis and interpretation using in-depth theoretical approaches and research paradigms.
K2_U04	S/he independently diagnoses the situation, selects appropriate methods and tools to describe and analyse the problems and areas of the organization's activities and its environment
K2_U05	S/he has the ability to model and predict the course of selected processes using advanced econometric and statistical methods and IT tools.
K2_U06	S/he has in-depth ability to integrate knowledge from various fields in order to create proposals for innovative solutions, including team work and communication systems in the environment.
K2_U07	S/he is able to use ethical, philosophical, legal and economic norms and rules in planning, organizing, motivating and controlling processes, anticipating the effects of specific actions in management.
K2_U08	S/he has the ability to design processes and changes in the organization as well as their prediction and management
K2_U09	S/he has in-depth skills to present his/hers own ideas, doubts and suggestions in the area of management; has the ability to support their arguments regarding the views of different authors, while at the same time being guided by ethical principles.
K2_U10	S/he is able to manage human, material, financial and information resources in order to perform tasks efficiently and effectively.
K2_U11	S/he can use a foreign language at the B2 + level of the Common European Framework of Reference for Languages and to a greater extent in the field of specialist terminology.
K2_U12	S/he is able to independently planning, implementing and guiding others in the process of lifelong learning.
Social competencies	
K2_K01	S/he is ready to initiate and actively participate in projects, groups, organizations, is ready to identify the benefits of teamwork in the work environment and beyond.

	S/he is able to take into account ethical, moral and legal principles in his/hers business.
K2_K02	S/he is able to implement individual and team tasks related to management (in connection with the specialty), define and independently manage complex projects.
K2_K03	S/he is able to communicate with the environment using specialist language, conducting discussions and negotiations. Uses various forms of cultural life.
K2_K04	S/he is able to think and act in an entrepreneurial manner, is prepared and motivated to start own business; s/he is able to develop, analyse and evaluate ideas for his/hers own business.
K2_K05	S/he is aware of his/hers knowledge and skills, understands the need for continuous education through expanding and updating knowledge in the field of management and quality and related disciplines. Is able to critically evaluate the received content.
K2_K06	S/he is prepared to design and conduct research (in connection with the specialty) using various sources of information.
K2_K07	S/he is able to observe and propagate ethical attitudes and social sensitivity in everyday and professional life.
K2_K08	S/he is able to independently determine priorities and make decisions to implement specific tasks defined by him/herself or others and take responsibility for the tasks

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)

WYDZIAŁ EKONOMII I ZARZĄDZANIA



PLANY I PROGRAMY STUDIÓW
STUDY PLANS AND PROGRAMS

KIERUNEK STUDIÓW - *FIELD OF STUDY*

- MANAGEMENT

- *ZARZĄDZANIE*

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

Second Cycle Programme - Full-Time Studies

CHARAKTERYSTYKA OGÓLNA

kierunek studiów: MANAGEMENT

specjalność: MANAGERIAL MARKETING

profil: OGÓLNOAKADEMICKI

nazwa wydziału: WYDZIAŁ EKONOMII I ZARZĄDZANIA

plan studiów	uchwała Rady Wydziału z dnia	24.04.2019
	obowiązuje od roku akademickiego	2019/2020
forma studiów (stacjonarne / niestacjonarne)	stacjonarne	
poziom studiów (I stopnia / II stopnia)	II-go stopnia	
czas trwania (w sem.)	4	
tytuł zawodowy otrzymywany przez absolwenta	magister	
liczba punktów ECTS	120	

PLAN STUDIÓW – STUDY PLAN

POLITECHNIKA OPOLSKA WYDZIAŁ EKONOMII I ZARZĄDZANIA	OPOLE UNIVERSITY OF TECHNOLOGY FACULTY OF ECONOMY AND MANAGEMENT
Kierunek studiów: MANAGEMENT	Field of study: ZARZĄDZANIE
STUDIA STACJONARNE DRUGIEGO STOPNIA – MAGISTERSKIE	
SECOND CYCLE PROGRAMME - FULL-TIME STUDIES (Master of Science degree)	

SPECJALNOŚĆ – SPECIALIZATION:
MANAGERIAL MARKETING - MANAGERIAL MARKETING

SEMESTR: 1 (1 st Semester)		Liczba godzin zajęć w semestrze; E – egzamin Working time (hours) a semester; E – Exam					ECTS	TYP
Nr	Przedmiot Subject unit – semester curricular	W (Lecture)	C (Practical classes)	L (Laboratory classes)	P (Project)	S (Seminar)		
1.1	Concepts of management	30E	15	–	–	–	6	P
	Concepts of management							
1.2	Macroeconomics	15E	30	–	–	–	5	P
	Macroeconomics							
1.3	Civil law	30E	–	–	–	–	4	P
	Civil law							
1.4	Ethics in management	30	–	–	–	–	2	P
	Ethics in management							
1.5	Process management	15	15	–	–	–	4	K
	Process management							
1.6	Marketing in business	15	–	–	15	–	4	K
	Marketing in business							
1.7	Logistics in business	15E	15	–	–	–	5	K
	Logistics in business							
Liczba godzin w semestrze (Number of hours in a semester)		150	75	–	15	–	30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		240						

SEMESTR: 2 (2 nd 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	Mathematic statistics	15E	–	30	–	–	6	P
	Mathematic statistics							
2.2	Strategic management	30E	15	–	–	–	6	K
	Strategic management							
2.3	Managerial accounting	15E	–	30	–	–	6	K
	Managerial accounting							
2.4	Commercial law	30E	15	–	–	–	5	K
	Commercial law							
2.5	Business negotiations	–	30	–	–	–	3	K
	Business negotiations							
2.6	Entrepreneurship	–	–	–	–	30	3	K
	Entrepreneurship							
2.7	Diploma seminar I	–	–	–	–	30	1	K
	Diploma seminar I							
Liczba godzin w semestrze (Number of hours in a semester)		90	60	60	–	60	30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		270						

SEMESTR: 3 (3 rd 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	Diploma seminar II	-	-	-	-	30	1	K
	Diploma seminar II							
3.2	Contemporary marketing concepts	30E	-	-	-	-	3	KS
	Contemporary marketing concepts							
3.3	Creative marketing strategy	30E	30	-	-	-	5	KS
	Creative marketing strategy							
3.4	Brand management	15E	30	-	-	-	4	KS
	Brand management							
3.5	Foreign language	-	-	30	-	-	2	O
	Foreign language							
Przedmioty obieralne – wymagana liczba p. ECTS w semestrze (Optional units – compulsory ECTS in a semester)							15	
3.6	Elective course- Corporate social responsibility	30	15	-	-	-	(5)	Ob
	Elective course- Corporate social responsibility							
	Elective course- Employer branding	30	15	-	-	-	(5)	Ob
	Elective course- Employer branding							
	Elective course- International marketing	30	15	-	-	-	(5)	Ob
	Elective course- International marketing							
	Elective course- Media and advertising law	30	15	-	-	-	(5)	Ob
	Elective course- Media and advertising law							
	Elective course- Methods and techniques of promotion	30	15	-	-	-	(5)	Ob
	Elective course- Methods and techniques of promotion							
Elective course- Sales management	30	15	-	-	-	(5)	Ob	
Elective course- Sales management								
Liczba godzin w semestrze (Number of hours in a semester)		165	165 (w tym 45 godz. obieralne)				30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		330						

SEMESTR: 4 (4 th 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	Diploma seminar III	-	-	-	-	30	1	K
	Diploma seminar III							
4.2	Customer Communications	-	30	-	-	-	3	KS
	Customer Communications							
4.3	Thesis	godziny niekontaktowe (un-contact hours)					20	K
	Thesis							
Przedmioty obieralne – wymagana liczba p. ECTS w semestrze (Optional units – compulsory ECTS in a semester)							6	
4.4	Elective course- Building your own brand	15	30	-	-	-	(3)	Ob
	Elective course- Building your own brand							
4.4	Elective course- Launching a new product	15	30	-	-	-	(3)	Ob
	Elective course- Launching a new product							
4.5	Elective course- Market and market information analysis	15	-	30	-	-	(3)	Ob
	Elective course- Market and market information analysis							
4.5	Elective course- Social media and internet marketing	15	-	30	-	-	(0)	Ob
	Elective course- Social media and internet marketing							
Liczba godzin w semestrze (Number of hours in a semester)		30	120 (w tym 60 godz. obieralne)				30	
Razem godzin/ECTS w semestrze (Total hours/ECTS in a semester)		150						

PLAN STUDIÓW RAZEM (TOTAL STUDY PLAN)		ECTS
Łącznie godzin kontaktowych/ECTS w planie studiów	990	120
Total contact hours/ECTS in study plan		

STATYSTYKA PROGRAMU KSZTAŁCENIA			
Typ	Przedmioty - p. ECTS razem	wg planu	udział
P	Podstawowe	23	19.17 %
K	Kierunkowe	59	49.17 %
KS	Kierunkowe - specjalność	15	12.50 %
Ob	Obieralne	21	17.50 %
O	Ogólne	2	1.67 %
Łącznie:		120	100.00 %

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

Plan i program studiów:

- uchwalony przez Radę Wydziału Ekonomii i Zarządzania w dniu 24.04.2019
- zaopiniowany przez wydziałowy organ samorządu studenckiego.

Politechnika Opolska
Wydział Ekonomii i Zarządzania
Opole 2019 r.