

BACHELOR OF ARTS IN MANAGEMENT (2024/2025)

E-Commerce / IT / Marketing / Real estate management

No.	Course	Egz/Zal	Lecture	Seminar	Workshop	Comp. Sem	Hours	ECTS
YEAR 1								
SEMESTER 1								
1	Introduction to Business	Z		15	30		45	6
2	Introduction to Microeconomics	Z		30	30		60	6
3	Information Technology for Business	Z			15	30	45	6
4	Academic Writing I (Advanced English)	Z		30	30		60	6
5	Athletics	Z			30		30	0
6	Elective 1 out of 4 1. A. Introduction to Business Administration (E-COMMERCE) 2. Introduction to Data Management (IT) 3. Advertising, public relations and branding (MARKETING) 4. Introduction to real estate (Real estate management)	Z			30		30	6
1st semester total				75	165	30	270	30
SEMESTER 2								
1	Introduction to Macroeconomics	Z		30	30		60	6
2	Introduction to Finance	Z		30	15		45	6
3	Introduction to marketing (REC)	Z		30	15		45	6
4	Cross-cultural management	Z		30			30	3
5	Academic Writing II (Advanced English)	Z		30			30	3
6	Business ethics	Z			15		15	3
7	Athletics	Z			30		30	0
8	Elective 1 out of 4 1. Consumer Journey in E-Commerce (E-COMMERCE) 2. Programming in Python and R (IT) 3. Interactive Media Workshop (MARKETING) 4. Economics of real estate (Real estate management)	Z					30	3
2nd semester total				150	105	0	285	30
YEAR 1st TOTAL			0	225	270	30	555	60
YEAR 2								
SEMESTER 3								
1	Strategic Management	Z		30			30	3
2	Sales and Negotiations	Z			30		30	3
3	Business Psychology	Z			30		30	3
4	Business simulations	Z				30	30	5
5	Management accounting	Z		15	30			6
6	Organisational behaviour (REC)	E	30				30	3
7	Language Elective I	Z		60			60	3
8	Elective 1 out of 4 1. E-Commerce: Virtual Marketplace for Real Growth (E-COMMERCE) 2. Ethics & AI (IT) 3. Socially Responsible Marketing (MARKETING) 4. Financial Analysis in real estate (Real estate management)	Z		30			30	4
3rd semester total			30	135	90	30	240	30
SEMESTER 4								
1	Corporate and Business Law	E	15		30		45	6
2	Project Management	Z		45			45	6
3	Human Resources Management	Z		30		30	60	6
4	Business Performance Management	Z		30			30	3
5	Managerial Economics	Z		15	30		45	6
6	Language Elective II	Z		60			60	3
7	Elective 1 out of 4 1. Technology and Innovation in E-Commerce (E-COMMERCE) 2. IT Workflow Process Management 3. Introduction to Marketing Logistics (MARKETING) 4. Market analysis and source of information (Real estate management)	Z		30			30	6
4th semester total			0	210	30	30	270	30
YEAR 2nd TOTAL			30	345	120	60	510	60
YEAR 3								
Semester 5								
1	Environment and management (SD - 2 zajęcia, DD; Circular economy - 3 zajęcia; MD; Sustainable logistics - 3 zajęcia, ALR; ESG - 3 zajęcia, MK; exam - 1 zajęcia, DD)	Z		30			30	4
2	Managing Social Policy	Z		30			30	3
3	Project Writing Seminar I	Z		30			30	3
4	Internship (REC)	Z	15 (REC)			345	360	15
5	Elective 1 out of 4 1. Digital Marketing (E-COMMERCE) 2. Artificial Intelligence and Machine Learning (IT) 3. Digital Marketing (MARKETING) 4. Legal aspect of real estate (Real estate management)	Z		30			30	5
5th semester total			15	120	345	0	480	30
Semester 6								
1	Project Writing Seminar II	Z		30			30	10
2	Internship (REC)	Z	15 (REC)			345	360	14
3	Elective 1 out of 4 1. Social media - technical aspects (E-COMMERCE) 2. Cybersecurity in Supply Chain Management (IT) 3. Market research (Marketing) 4. Marketing in real estate (Real estate management)	Z		30			30	6
6th semester total			15	60	345	0	420	30
YEAR 3rd TOTAL			30	180	690	0	900	60
TOTAL FOR THREE YEARS			60	750	1080	90	1965	180