

## DESCRIPTION OF THE STUDY PROGRAMME FOR THE **MANAGEMENT** FIELD OF STUDY

### second-cycle studies, practical profile

<b>1. GENERAL CHARACTERISTICS OF THE STUDY PROGRAMME</b>	
<b>Faculty:</b>	<b>Faculty of Administration and Social Sciences</b>
<b>1.1 Programme of study/field of study/speciality</b>	<b>Field of study: Management</b> <b>Specialities:</b> <ul style="list-style-type: none"> <li>– E-business and business management,</li> <li>– Management in public sector and non-governmental sector</li> <li>– Marketing and sales management</li> </ul>
<b>1.2 Level of study</b>	<b>Second-cycle studies</b>
<b>1.3 Level of the PQF</b>	<b>Level 7</b>
<b>1.4 Educational profile</b>	<b>Practical</b>
<b>1.5 Form of study</b>	<b>Full-time studies, part-time studies</b>
<b>1.6 Number of semesters and ECTS credits required for completion of studies:</b>	<b>4 semesters</b> <b>120 ECTS credits</b>
<b>1.7 Total number of teaching hours on full-time studies / part-time studies</b>	<b>Full-time studies – 1.500 hours, including 3-month student work placements;</b> <b>Part-time studies – 1050 hours, including 3-month student work placements.</b>
<b>1.8 Total number of ECTS credits obtained from humanities or social sciences</b>	<b>120 ECTS credits</b>
<b>1.8 Academic degree awarded, ISCED CODE.</b> Synthetic description of professional characteristics and work positions for the graduates	<p><b>Master,</b> <b>ISCED CODE 0413</b></p> <p>The graduate who holds the above qualification knows and understands in depth the concepts, methods and theories which constitute general knowledge of management sciences and the related social sciences, as well as having knowledge of the functioning of business entities as systems in a global environment, being able to manage them, taking into account complex interdependencies. The graduate is aware of the future direction of management methods, the significance of the ethical dimension of management and the social responsibility of managers.</p> <p>The graduate is able to:</p> <ul style="list-style-type: none"> <li>• use appropriate methods and tools, including ICT techniques, to collect and process data to describe and understand phenomena within the organisation and in the socio-economic environment,</li> <li>• discuss issues on management and related sciences in a professionally diverse environment with the use of specialised terminology, also in a foreign language at B2+ level, knows how to work in a team and manage a team.</li> </ul> <p>In addition, the graduate is prepared to continue his/her education on the third-cycle programme and to obtain level 8 of the PQF.</p> <p><u>— in the speciality of E-business and business management</u></p> <p>The graduate is able to formulate and solve complex and non-typical problems of a practical nature and, in particular, perform the following tasks in an innovative way:</p> <ul style="list-style-type: none"> <li>• starting and running e-business,</li> <li>• describing, analysing and anticipating the course of phenomena and processes within the organisation and their surroundings, together with an in-depth analysis of the mutual relations,</li> <li>• applying appropriate methods and procedures for the proper performance of the tasks and achievement of the organization objectives and for fulfilling a professional role in a strategic perspective,</li> <li>• developing reports, analyses and forecasts for decision-making in key areas of the organisation activities.</li> </ul> <p>The holder of the above qualifications is prepared to work in middle and upper middle management, on specialist, analytical and advisory positions in organisations/entities of different nature, performing management tasks within their core functional areas of activity, but also recognising the organisation perspective as a system, i.e. in interdisciplinary, design and management teams. In addition, he/she is prepared to establish and conduct a business activity.</p> <p><u>-in the speciality of Management in public sector and non-governmental sector</u></p> <p>The graduate is able to formulate and solve complex and non-typical problems of a practical nature and, in particular, perform the following tasks in an innovative way:</p> <ul style="list-style-type: none"> <li>• conducting an analysis of the problems of a specific territorial and non-governmental unit in order to meet the needs of their stakeholders,</li> <li>• identifying sources and acquiring material resources needed to achieve the objectives, including writing motions, contacting sponsors, using new methods, i.e. social media networks</li> <li>• preparing and managing development projects</li> </ul> <p>The holder of the above qualifications is prepared to work in managerial positions in the state, government and local government administration and the non-governmental sector.</p> <p><u>-in the speciality of Marketing and sales management</u></p> <p>The graduate is able to formulate and solve complex and unusual management problems of a practical nature, and in particular to perform the following tasks in an innovative way:</p>

	<ul style="list-style-type: none"> <li>• using modern technology tools and instruments in a way that fits into global development strategies based on social media marketing</li> <li>• planning and implementing an e-marketing campaign on their own and as part of a team</li> <li>• launching their own business online and using the internet for business</li> </ul> <p>The person holding the above qualification is prepared to work in middle and upper middle management, on specialist, analytical and advisory positions in organisations/entities of different nature, performing management tasks within marketing, but also recognizing the organization perspective as a system, i.e. in interdisciplinary, design and management teams. In addition, he/she is prepared to establish and conduct a business activity.</p>
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## 2. LEARNING OUTCOMES DEFINED IN THE STUDY PROGRAMME AND THE DISCIPLINES OF SCIENCE ASSIGNED

Discipline of social sciences assigned			
Discipline of science: social sciences			
No.	Discipline of science	Number of ECTS credits	%
1.	Management and Quality Studies	104	87
2.	Economics and Finance	16	13
Total number of ECTS credits and the percentage of ECTS credits in the programme of study		120	100%

### 2.1 Learning outcomes for the field of study with reference to the Polish Qualifications Framework (PQF)

Field of study:	Management		
Level of education:	LEVEL 7 of PQF – second-cycle studies		
Profile of study:	Practical	Reference to:	
Learning outcomes symbol for the study programme	Learning outcomes after completing second-cycle studies in Management	universal characteristics for a given PQF level	characteristics for second – cycle studies learning outcomes for qualifications at PQF levels 6-7

#### KNOWLEDGE

##### The graduate knows and understands:

K_W01	to a bigger extent, leading concepts of management sciences, their sources and implications for organisations from the international and global perspective.	P7U_W	P7S_WG
K_W02	in greater detail, the operational mechanisms of market economy and their links with the world economy.	P7U_W	P7S_WG
K_W03	to a greater extent, methods and tools used in economic and financial analysis for making management decisions.	P7U_W	P7S_WG
K_W04	in greater detail, knowledge needed to assess economic phenomena and links between economic entities and business environment institutions (both in the private and public sector) and their patterns in a local, national, international and global perspective.	P7U_W	P7S_WK
K_W05	to a bigger extent, the operational mechanisms of financial market, its constituent elements and role for the organisation, and has knowledge of management accounting and its role in decision-making.	P7U_W	P7S_WG
K_W06	in greater detail, macro- and micro-environment relationships of the organization, has knowledge of strategic diagnostic techniques for evaluating the company's potential and the external environment, is familiar with the principles and conditions for implementing strategic changes in the organisation.	P7U_W	P7S_WG
K_W07	to a greater extent, knowledge of strategic management of human resources, of key processes, selected ethical issues and social responsibility of the organization.	P7U_W	P7S_WG
K_W08	in greater detail, issues related to operational mechanisms of multinational companies and their evolution, is familiar with their international marketing strategies and tools, understands the rules of communication and negotiations with customers.	P7U_W	P7S_WG
K_W09	to a bigger extent, statistical methods and other methods, including IT methods, tools and techniques for data acquisition and analysis.	P7U_W	P7S_WG
K_W10	in greater detail, interprets the basic legal norms governing business transactions, tax law and labour law.	P7U_W	P7S_WK
K_W11	the scope of the speciality chosen, the tools and methods used in a given area as well as the objectives and principles of their application, also in a foreign language.	P7U_W	P7S_WG
K_W12	to a greater extent, issues that constitute practical knowledge and are helpful in finding employment or establishing a business activity, is familiar with the characteristics of a person engaged in setting up a business activity.	P7U_W	P7S_WG
K_W13	the essence of entrepreneurship, viewed as a transnational phenomenon, is familiar with the principles of establishing a business and its development.	P7U_W	P7S_WG

#### SKILLS

##### The graduate is able to:

K_U01	observe and interpret processes within the organisation and its surroundings; analyses their links and is able to draw conclusions that are useful for decision-making, is able to make suggestions for organisational changes.	P7U_U	P7S_UW
K_U02	analyse some selected aspects of the financial market, identify opportunities and risks in the financial market; select the proper services of financial institutions.	P7U_U	P7S_UW
K_U03	design strategies (at different levels) for his/her own business and use analytical tools to diagnose internal problems within the organisation; think in terms of projects and anticipate the	P7U_U	P7S_UW

	impact of strategic changes.		
K_U04	use the acquired knowledge in a specific functional area, find a practical application of the methods and tools used in the management area; work with representatives of other functional areas in the organisation.	P7U_U	P7S_UW
K_U05	use extensive research skills (analytical and predictive) to identify the causes and impacts of management decisions.	P7U_U	P7S_UW
K_U06	find a practical application of information and communication technologies used for conducting a business activity and use them to improve the efficiency and safety of the organisation.	P7U_U	P7S_UK
K_U07	analyse and evaluate activities and processes within the company in terms of their economic, social, legal, ethical and environmental impact and present their results in the form of summaries, reports, analyses and expert opinions to facilitate effective economic decision-making.	P7U_U	P7S_UW
K_U08	put theoretical knowledge into practice in a specific management area, which makes him/her a specialist in this field (along with the studied speciality) and use specialist knowledge to cooperate with other functional areas in typical professional situations.	P7U_U	P7S_UW
K_U09	identify and resolve problems that arise in the workplace, draw practical conclusions that are useful for decision-makers.	P7U_U	P7S_UW
K_U10	work in a team to solve specific tasks, taking different roles; meet the objectives related to designing and undertaking professional activities.	P7U_U	P7S_UO
K_U11	identify sources of law, including in particular those related to a business activity, and interpret them.	P7U_U	P7S_UW
K_U12	use practical skills that are helpful in finding employment, in particular in the scope of the selected speciality or as his/her own business activity, is able to run a business in an electronic form.	P7U_U	P7S_UW
K_U13	use professional and specialised English, at a communicative level, in accordance with the requirements for level B2 of the Common European Framework of Reference for Languages.	P7U_U	P7S_UW
K_U14	autonomously plan and pursue his/her own career, recognise the need for lifelong learning and be able to guide workers in this respect	P7U_U	P7S_UU
K_U15	discuss and address specialised issues related to management, marketing, e-commerce, innovative technologies, with diverse audiences and customers, including negotiations and debates conducted in a foreign language as well.	P7U_U	P7S_UK
<b>SOCIAL COMPETENCIES</b> <b>The graduate is prepared to:</b>			
K_K01	self-assess the complex processes within the organisation.	P7U_K	P7S_KK
K_K02	think logically and analytically and to work independently on a reliable and objective basis, is willing to critically assess the performance of his/her own work.	P7U_K	P7S_KK
K_K03	act in an entrepreneurial way: is ready to address professional management challenges.	P7U_K	P7S_KO
K_K04	work in accordance with professional ethics and promote these principles in management environment.	P7U_K	P7S_KR
K_K05	adapt Corporate Social Responsibility Rules in their professional activity	P7U_K	P7S_KR

<b>2.3</b>	Method of verification and assessment of the learning outcomes	<p>The following methods are used to verify the learning outcomes: written exams (e.g. tests) and oral exams; written and oral credits; projects, presentations, a talk, case studies, task/problem resolution, group discussion, e-learning, developing of reports and presentation of their results, as well as an assessment of the student behaviour and engagement during the classes.</p> <p>The verification covers all categories of areas (knowledge, skills and social competences) and the learning outcomes are the basis for determining the scope of the learning content and their place in education modules. Within the framework of different modules, the verification of the learning outcomes takes place at two levels: through a formative assessment, which is carried out throughout the semester and serves both the student and the lecturer to assess the progress of learning and the validation of the learning methods, and a summative assessment conducted at the end of the semester needed to evaluate whether and to what extent the student has achieved the assumed learning outcomes. The adequacy of the learning outcomes for the Management field of study is assessed not only by the students (in the form of an assessment questionnaire) but also by the academic staff responsible for conducting particular modules, and employers engaged in the activities of the Faculty Committee for Study Programmes and Teaching Quality Assurance. The assessment of verification of the learning outcomes made in the course of 'Graduate Tracer Studies' is used for the same purpose as well.</p> <p>The University of Economics and Innovation in Lublin has developed tools to validate the assumed learning outcomes. They are supported by measures for the achievement of the students' learning outcomes, divided into two groups:</p> <p>A. quantitative measures;</p> <p>B. qualitative measures.</p> <p>Therefore, the verification of the assumed learning outcomes for the Management field of study takes place at two main levels: the module level and the programme level, respectively. In the former, the degree of the achievement of the module learning effects is assessed, whereas in the latter, the learning outcomes defined for the Management field of study, second-cycle studies, are evaluated.</p>
<b>2.4</b>	Analysis of the correlation of the assumed learning outcomes with the needs of the labour market and the results obtained from the assessment analysis	<p>The learning outcomes for the Management field of study fully meet the expectations of many employers, and help the graduates learn the basics of running a business activity. The analysis of the correlation of the assumed learning outcomes with the needs of the labour market is conducted jointly by the academic staff, the students, the graduates and employers. The results obtained from the assessment analysis give way to a constant improvement of the study programme.</p> <p>The university cooperates with external entities on the basis of the contracts signed. Consultation and cooperation with the socio-economic environment is primarily aimed at improving the quality of education at the Faculty.</p> <p>The established and continuously developing cooperation with external parties is manifested by:</p>

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		<ul style="list-style-type: none"><li>– appointing employers’ representatives to co-work with the faculty committee for Study Programmes and Education Quality Assurance,</li><li>– participating in the activities of a group of social and economic experts at WSEI, made up of employers representing over 20 leading institutions and companies in the province of Lublin; taking part in the University Convention by the local community representatives,</li><li>– creating an educational offer based on ongoing analyses of the local labour market and in direct cooperation with entrepreneurs,</li><li>– signing business agreements to organise study visits and meetings with employers for the students,</li><li>– conducting assessments and executing other tasks on behalf of external parties.</li></ul> <p>The study programme is continuously monitored by the university environment and adapted to the needs of employers and the local labour market. Modifications to study programmes are made in consultation with external experts as well as the students and graduates, who often represent management staff.</p>																																																																													
<b>3. LIST OF COURSES / MODULES, A DETAILED STUDY PLAN</b>																																																																															
3.1	Classes or groups of classes (modules) including the number of ECTS credits assigned	General academic modules: 24 ECTS credits Field of study-related modules: 30 ECTS credits Student-selected modules: 66 ECTS credits <ul style="list-style-type: none"><li>– Speciality modules - 30 ECTS credits</li><li>– Seminar module and diploma examination – 20 ECTS credits</li><li>– Student work placement: 16 ECTS credits</li></ul> Total: 120 ECTS credits																																																																													
		Module	ECTS credits	Form of course completion	<b>General academic modules</b>	<b>24</b>		Foreign language	4	GRADED CREDIT	Management competencies	5	GRADED CREDIT	Economic law	5	EXAM	Management economics	5	EXAM	Psychology and ethics in management	5	GRADED CREDIT	<b>Field of study-related modules</b>	<b>30</b>		Modern management concepts	5	GRADED CREDIT	Strategic management	5	GRADED CREDIT	Process management	5	GRADED CREDIT	Entrepreneurship and forms of expansion in a globalised environment	5	EXAM	International marketing	5	GRADED CREDIT	Management simulation game	5	CREDIT	<b>A total of general academic modules and field of study-related modules</b>	<b>54</b>		<b>Speciality modules Specialty I: e-Business and company management</b>	<b>30</b>		Company management in the 21 century	5	EXAM	Business innovations	5	GRADED CREDIT	Modern forms of customer relations	5	GRADED CREDIT	Company IT systems	5	EXAM	E- business	5	GRADED CREDIT	Data analysis systems	5	EXAM	<b>Speciality modules Specialty II: Management of the public and non-governmental sector</b>	<b>30</b>		New public management	5	EXAM	E-government	5	GRADED CREDIT	Social responsibility of public sector institutions and business	5	GRADED CREDIT
		Module	ECTS credits	Form of course completion																																																																											
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		Foreign language	4	GRADED CREDIT																																																																											
		Management competencies	5	GRADED CREDIT																																																																											
		Economic law	5	EXAM																																																																											
		Management economics	5	EXAM																																																																											
		Psychology and ethics in management	5	GRADED CREDIT																																																																											
		<b>Field of study-related modules</b>	<b>30</b>																																																																												
		Modern management concepts	5	GRADED CREDIT																																																																											
		Strategic management	5	GRADED CREDIT																																																																											
		Process management	5	GRADED CREDIT																																																																											
		Entrepreneurship and forms of expansion in a globalised environment	5	EXAM																																																																											
		International marketing	5	GRADED CREDIT																																																																											
		Management simulation game	5	CREDIT																																																																											
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		Performance-based management of public finances	5	EXAM
		Risk management of the organisation activities	5	GRADED CREDIT
		Information security management	5	EXAM
		Speciality modules Specialty III: Marketing and sales management	30	
		Online marketing	5	EXAM
		Innovation in business	5	CREDIT
		Modern forms of customer relations	5	EXAM
		Online sales	5	EXAM
		E-business	5	GRADED CREDIT
		Big data in marketing and data security	5	GRADED CREDIT
		Total of modules speciality I: e-Business and company management	84	
		Total of modules speciality II: Management of the public and non-governmental sector	84	
		Total of modules speciality III: Marketing and sales management	84	
		Seminar and a degree examination	20	
		3-month student work placement	16	
		Total of ECTS in the study programme	120	
3.2	Detailed study plan	The detailed programme of study and the study plan are available in a paper version at the Dean's Office of the Faculty of Administration and Social Sciences, and after logging into the WSEI e-learning platform.		
4. DURATION, PROCEDURE AND FORM OF STUDENT WORK PLACEMENTS, THE NUMBER OF ECTS CREDITS FOR A PRACTICAL PROFILE OF THE STUDY PROGRAMME				
Student work placements last for 3 months (being assigned 16 ECTS credits), and the specific learning outcomes for the placements are defined in the student work placement programme, in the Student Work Placement Logbook and in the syllabus of student work placements.				
1. STUDENT-SELECTED MODULES INCORPORATED INTO THE STUDY PROGRAMME				
The number of ECTS credits obtained from student-selected modules (at least 30% of the overall number of ECTS credits): 66 ECTS credits, which constitutes about 55% of the overall ECTS credits in the programme of study, i.e. Student-selected modules include: Selected speciality modules – 30 ECTS credits; Degree seminar – 20 ECTS credits; Student work placement – 16 ECTS credits.				
2. NUMBER OF ECTS CREDITS OBTAINED FROM DEVELOPING PRACTICAL SKILLS IN THE PROGRAMME OF STUDY, PRACTICAL PROFILE				
Within the framework of the Management programme of study, second-cycle studies, practical profile, the number of ECTS credits to be obtained from developing practical skills is 85.				
3. DESCRIPTION OF CONDITIONS FOR CONDUCTING THE STUDIES				
7.1	Method of organization and implementation of the education process	<p>Second-cycle studies in Management are practical studies conducted in a modular system. The study programme includes:</p> <ul style="list-style-type: none"><li>• general academic modules and their courses;</li><li>• field of study related modules and their courses;</li><li>• speciality modules;</li><li>• seminar and degree examination;</li><li>• 3-month student work placements.</li></ul> <p>The modular education system combines developing practical skills with gaining necessary theoretical knowledge and its application in particular professional situations. The student is also given an opportunity to use the knowledge obtained during laboratory classes, project work and student work placements, as well as being in direct contact with an employer, getting familiar with the conditions in the labour market and gaining work experience during studies. Part of the classes in different modules on some selected courses are run by business practitioners, with many years of professional experience related to the learning outcomes for the Management field of study, second-cycle studies. <b>Second-degree studies in Management comprise the following specialities:</b></p> <ul style="list-style-type: none"><li>• e-business and business management</li><li>• management in public sector and non-governmental sector</li><li>• Marketing and sales management</li></ul>		
7.2	Conducting classes that develop the	Classes developing the students' practical skills, that are incorporated into the study programme, are conducted: 1) in the proper conditions for a particular professional activity; 2) in the way that makes it possible for the students to perform practical tasks.		

	<b>students' practical skills</b>	In order to facilitate the process, the students are given access to the university laboratories, including computer rooms with statistics software installed, used for drawing up economic and financial analyses, developing business plans and programs supporting the process of management. In addition, a management simulation game is used in the implementation of the study programme.
7.3	<b>Selected study programme indicators</b>	The study programme: <ul style="list-style-type: none"> <li>– determines the total number of ECTS credits to be obtained by the student from courses with the direct participation of the academic staff or other trainers, i.e. at least 60 ECTS credits;</li> <li>– defines the number of ECTS credits to be obtained with the use of distance learning methods and techniques, which cannot exceed 50% of the number of ECTS credits – non applicable.</li> </ul>
7.4	<b>Systematic assessment and improvement of the study programmes</b>	<p>The Management study programme, second-cycle studies, is systematically assessed by the academic staff, the students, the graduates and employers. The results obtained from the assessment analysis give way to a constant improvement of the study programme.</p> <p>The Faculty Committee for Study Programmes and Teaching Quality Assurance Programmes monitors the changes made to the programme, and ensures that they do not exceed 30% of the total number of the learning outcomes defined in the study programme. The changes to the study programme are introduced at the beginning of a new cycle of study, and the changes can only be made in the course of study. These may involve:</p> <ul style="list-style-type: none"> <li>- the changes in the selection of the educational content passed to the students during classes, including the most recent scientific achievements or those related to a professional activity;</li> <li>-the changes necessary to eliminate deficiencies found by the Polish Accreditation Committee;</li> <li>-the changes necessary to adjust the programme of study to the amendments to commonly applicable legal regulations.</li> </ul> <p>The information about the changes to the programme of study, introduced in the course of the cycle of study, is made available in the public information bulletin on the website of WSEI, at least a month before the commencement of the semester the changes refer to.</p>
8.	<b>Library resources</b>	The university is equipped with a modern computerised library which gives full access to books recommended for the Management field of study as well as to electronic resources of knowledge, both in Poland and abroad.
9.	<b>Implementation of classes</b>	<p><b>Full-time studies</b> – classes are conducted from Monday to Friday, between 8a.m and 4p.m.;</p> <p><b>Part-time studies</b>– classes are conducted every two weeks, on Saturdays and Sundays, from 8a.m. to 8p.m.</p>