

Digital Economy in Business

Type:
**Undergraduate
(Bachelor)**

Field of study:
Management

Duration of study:
3 years (6 semesters)

Mode:
full-time | online

Language:
Polish | English



Obtained title:
bachelor's degree

Why You should choose this study programme?

Digitalization now covers every branch of business and its progress is incredibly fast. Specialists in this field are and will in the future be extremely valuable on the job market. This programme covers theoretical and practical knowledge of the nature, regularities, and problems of organizational functioning in the digital economy..

It develops the competences necessary to apply modern tools for obtaining, processing and analysing data from different sources, using and managing databases.

What You can do after this study programme



After graduating, they will open up a wide range of career opportunities for you. You will find employment not only in the dynamically developing IT industry. In an age of widespread computerisation, virtually every company and institution is looking for professionals in this field, and managerial competence and knowledge of digital technologies will give you an advantage on the job market.

This programme is for You, if:

You have an interest in technology and understand how to use it

You have leadership skills and planning ability

You are looking for a job where you can continuously develop and discover new opportunities



Degree programme and study structure

FRIST-CYCLE STUDIES
(UNDERGRADUATE STUDIES)

Studies last 3 years (6 semesters), are worth 180 ECTS credits, end with a bachelor's degree.

The curriculum covers the issues of management science and related disciplines, concerning the essence, regularities and problems of enterprise and other organizations.

FIRST YEAR OF STUDY

The first year of study is dominated by subjects which are irrespective of the chosen field of study, will provide a broad horizon of thinking and an understanding of the concepts and basic issues in a particular field of study. As a result, you will acquire knowledge and skills that will make it easier for you to find your place in many different professions in the future and prepare you to undertake interdisciplinary projects, which is nowadays particularly important and appreciated on the labour market. Beginning in the second semester, classes introduce in increasing detail content specific to the student's chosen major.

FIRST SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
SCIENCE OF STATE, LAW, POLITICS	5	L	30/24
INTRODUCTION TO PSYCHOLOGY	5	L	30/24
ORGANISATION AND MANAGEMENT THEORY	5	L	30/24
BASIC OF ECONOMICS	5	L	30/24
BASIC OF SOCIAL COMMUNICATION	4	L	30/16
ACADEMIC SKILLS	2	S	30/16
INTRODUCTION TO PHILOSOPHY	4	L	15/8
OHS	0	E	30/16

Degree programme and study structure

DIGITAL ECONOMY
IN BUSINESS

SECOND SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
METHODOLOGY OF RESEARCH IN SOCIAL SCIENCES	4	S	24/16
PROJECT MANAGEMENT	3	S	24/16
BASIC OF LEGAL AND PUBLIC FINANCE	4	L	30/24
BASIC OF BUSINESS LAW	3	L	30/16
ACCOUNTING PRINCIPLES	5	L, D	60/40
QUANTITATIVE METHODS-STATISTICS	2	L, D	60/40
ORGANISATIONS MANAGEMENT	4	L	30/24

SECOND YEAR OF STUDY

In the second year, subjects focused on the chosen field of study are introduced to the programme. They enable you to deepen your knowledge and acquire the competences necessary to understand and practically apply knowledge of finance and accounting in different spheres of economic activity.

THIRD SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
HUMAN RESOURCES MANAGEMENT	7	L, D	60/40
COMPANY FINANCES	7	L, D	60/40
MICROECONOMICS	6	L, D	60/40
BASIC OF MARKETING	4	L	30/24
ORGANISATIONAL BEHAVIOUR	4	L	30/24

FOURTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
FINANCIAL ANALYSIS OF THE COMPANY	6	L, D	60/40
MARKETING RESEARCH	6	L, D	60/40
MACROECONOMICS	4	S	30/24
BASIC OF PUBLIC RELATIONS	4	L	30/16
MANAGEMENT OF CHANGE	4	S	30/24
QUALITY MANAGEMENT	4	S	30/16

Degree programme and study structure

DIGITAL ECONOMY
IN BUSINESS

THIRD YEAR OF STUDY

In the third year, you can choose subjects from the specialisation Digital Economy in Business to gain specialised preparation in this area. You can choose 4 of the 6 specialisation subjects on each semester.

FIFTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
DIGITAL ECONOMY AND INFORMATION SOCIETY	5	L, D	60/40
BASIC OF NEGOTIATION AND MEDIATION	5	L, D	60/40
CORPORATE SOCIAL RESPONSIBILITY	5	L, D	60/40
STRATEGIES AND MODELS IN E-BUSINESS	4	S	30/16
BRAND MANAGEMENT	4	S	30/16
KNOWLEDGE MANAGEMENT	4	S	30/16

SIXTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
E-SERVICES	6	L, D	60/40
NEW TECHNOLOGIES IN MARKETING	6	L, D	60/40
CLIENT RELATIONS MANAGEMENT	6	L, D	60/40
SOCIAL MEDIA	4	S	30/16
START-UP IN BUSINESS	4	S	30/16
CONSUMER BEHAVIOUR	4	S	30/16

The study programme also includes foreign language classes and (for full-time students) sports and recreational activities.

FIXED TUITION - FLEXIBLE PAYMENTS

By choosing to study at UEHS, you can be sure that the tuition fee will not change throughout the duration of your studies. You can pay the tuition fee once for the entire year of study or spread over a semester payment. This allows you to decide how you want to plan your expenses.

REDUCE THE COST OF YOUR STUDIES

As part of the UEHS discount programme, you can take advantage of various reductions and promotions. They are usually applied in the first year of study. It means that your tuition fees will be reduced by the amount of the discounts granted. Candidates who register and pay their tuition fees within one month of registration will receive an English language course for free. The course covers 80 hours of English classes and 20 hours of classes of Polish culture.

Fees

EU&OTHER COUNTRIES GROUP

YEAR OF STUDY	ANNUALLY	PER SEMESTER
1st year	2500 €	1400 €
2nd and 3rd	2500 €	1400 €

OTHER COUNTRIES

YEAR OF STUDY	ANNUALLY	PER SEMESTER
1st year	3500 €	1900 €
2nd and 3rd	3500 €	1900 €

Scholarships - easier than you think



While studying at UEHS, you can take advantage of a wide range of financial support from the state budget and European funds, as well as benefit from special discounts with UEHS discount program

You can submit most scholarship applications quickly and easily through your online account.

2020/2021 ACADEMIC YEAR

292

RECTOR'S
SCHOLARSHIPS

106

SOCIAL
SCHOLARSHIPS

79

SCHOLARSHIPS
FOR PEOPLE
WITH DISABILITIES

PLN 1,890,289.35 was spent in 2019 on scholarships
PLN 2,911,662.50 was spent in 2020 on scholarships

**SCHOLARSHIP • SPORTS SCHOLARSHIPS • SOCIAL SCHOLARSHIPS
• SPECIAL SCHOLARSHIPS FOR DISABLED PEOPLE • ALLOWANCES**