

Management in the Digital Economy

Type:
Graduate (Master)

Field of study:
Management

Duration of study:
2 years (4 semesters)

Mode:
full-time | online

Language:
Polish | English



Obtained title:
master

Why You should choose this study programme?

The digital transformation of businesses means that specialists in this field are now essential for every type of business. By studying this modern specialization you will gain knowledge about the functioning of a business in an information society and digital economy.

You will learn to analyse digital data and use complex information systems in management. You'll discover how to manage digital transformation and innovation, and learn the advanced tools that often drive competitive advantage for businesses.

What You can do after this study programme



After completing these studies, you will be able to use modern technologies in management, both in the hardware and software area, thus meeting the requirements of a modern 21st century manager in any type of organization. Bearing in mind the dynamic changes in the field of digital technology, there is a good chance that your dream profession has not yet been invented, but the comprehensive knowledge you will gain in this specialization prepares you for the professions of the future.

This programme is for You, if:

**You are a modern person
and understand the digital world**

**You are not afraid of changes
and easily adapt to new situations**

**You dream of a career in a modern
industry, full of interesting challenges**



Degree programme and study structure

MANAGEMENT
IN THE DIGITAL ECONOMY

Study last 2 years (4 semesters), are worth 120 ECTS credits and end with a master's degree.

The education model is focused on finance and accounting subjects and specialization subjects.

PIERWSZY ROK STUDIÓW

The first two semesters comprise courses taken together for all students in a given field of study.

FIRST SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
STATISTICAL METHODS	7	L, D	60/40
ENTREPRENEURSHIP	7	L, D	60/40
PUBLIC RELATIONS	4	L	30/16
MANAGEMENT CONCEPTS	4	L	30/24
ETHICS IN MANAGEMENT	4	S	30/16
CIVIL LAW	4	S	30/16

SECOND SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
STRATEGIC MANAGEMENT	7	L, D	60/40
ART OF NEGOTIATION	7	L, D	46/32
INTERNATIONAL MARKETING	6	L	30/24
COMMERCIAL LAW	5	L	30/16
MODERN BUSINESS PROCESS MANAGEMENT	5	L	30/16

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SECOND YEAR OF STUDY

In the second year, you can choose courses in social communication and public relations to gain specialist training in this area. In semester III you should choose two out of three courses conducted in the form of lectures and discussions, and two out of three courses in the form of seminars. In semester IV – you must choose three of the four courses taught in the form of seminar.

THIRD SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
BIG DATA AND DATA MINING	6	L, D	60/40
MANAGEMENT INFORMATION SYSTEMS	6	L, D	60/40
COMPUTER AIDED MANAGERIAL DECISIONS	6	L, D	60/40
DIGITAL ECONOMY	4	S	30/16
PROCESS-ORIENTED ENTERPRISE MANAGEMENT	4	S	30/16
MARKETING MANAGEMENT	4	S	30/16

FOURTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
CLOUD COMPUTING IN MANAGEMENT	5	S	30/24
BUSINESS INTELLIGENCE METHODS IN MANAGEMENT	5	S	30/24
ARTIFICIAL INTELLIGENCE METHODS IN MANAGEMENT	5	S	30/24
INNOVATION MANAGEMENT	5	S	30/24

Starting from semester three, students also participate in a undergraduate thesis seminar, during which they prepare their master's thesis under the supervision of a supervisor. The diploma examination with a thesis defence concludes the studies and allows for the award of the Master's degree.

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	2700 €	1500 €
2nd and 3rd	2700 €	1500 €

OTHER COUNTRIES

YEAR OF STUDY	ANNUALLY	PER SEMESTER
1st year	3700 €	2000 €
2nd and 3rd	3700 €	2000 €

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**