

ANNOUNCEMENT

FOR FULL-TIME STUDENTS

From **27.11.2024 to 05.12.2024**, the E-Prodziekan system was used for the selection of specializations, modules, elective subjects, and second-cycle seminar topics for the 2024/2025 and 2025/2026 academic years. Additionally, it included the selection of modules to be completed by the end of the 2024/2025 study cycle for English-language Bachelor's and Master's degree programs.

ELECTION RESULTS!

MODULES

Mickiewicza Campus

Economics and IT Applications Bachelor degree 1st year	Selection of 2 out of 3 modules to be implemented in semester 4 in AY. 2025/2026 <ol style="list-style-type: none">1. IT engineering in business2. Market research methods
	Choice of 2 out of 3 modules taught in semester 5 in AY. 2026/2027 <ol style="list-style-type: none">1. Market and competition2. IT in business

The module, which is selected during studies, is launched when the number of students is not less than 25.

Information about specializations /modules can be obtained by viewing the study plan for the field, available on the website:

<https://efz.usz.edu.pl/ksztalcenie/plany-studiow-i-sylabusy/>

MODULES: MODULE SUBJECT SELECTION

Cukrowa Campus

Business Management Bachelor degree 1st year	Selection of 1 subject from each block of subjects for AY. 2025/2026 and 2026/2027:
	Implementation in the 3rd semester of 25/26 academic year 1 block <ul style="list-style-type: none">• Product and service design 2 block <ul style="list-style-type: none">• Business promotion with information technology application 3 block <ul style="list-style-type: none">• Innovative business models
	Implementation in the 4th semester of 25/26 academic year 1 block <ul style="list-style-type: none">• EU project management 2 block <ul style="list-style-type: none">• Marketing and brands success stories 3 block <ul style="list-style-type: none">• Marketing communication
	Implementation in the 5th semester of 26/27 academic year 1 block <ul style="list-style-type: none">• Machine learning in business applications 2 block <ul style="list-style-type: none">• Sustainable logistics 3 block <ul style="list-style-type: none">• Digital media management

	<p><u>Implementation in the 6th semester of 26/27 academic year</u></p> <p>1 blok</p> <ul style="list-style-type: none"> • E-tourism management <p>2 blok</p> <ul style="list-style-type: none"> • Financial risk in business strategies <p>3 blok</p> <ul style="list-style-type: none"> • Leadership
<p>Business Management</p> <p>Bachelor degree</p> <p>2nd year</p>	<p>Selection of 1 subject from each block of subjects for AY. 2025/2026:</p> <p><u>Implementation in the 5th semester of 25/26 academic year</u></p> <p>1 blok</p> <ul style="list-style-type: none"> • Computer simulation for process optimization <p>2 blok</p> <ul style="list-style-type: none"> • Sustainable logistics <p>3 blok</p> <ul style="list-style-type: none"> • Digital media management <p><u>Implementation in the 6th semester of 25/26 academic year</u></p> <p>1 blok</p> <ul style="list-style-type: none"> • E-tourism management <p>2 blok</p> <ul style="list-style-type: none"> • Introduction to Business Valuation <p>3 blok</p> <ul style="list-style-type: none"> • Leadership
<p>Business Management</p> <p>Master degree</p> <p>1st year</p>	<p>Selection of 1 subject from each block of subjects for AY. 2025/2026:</p> <p><u>Implementation in the 3rd semester of 25/26 academic year</u></p> <p>1 blok</p> <ul style="list-style-type: none"> • Toolbox in project management <p>2 blok</p> <ul style="list-style-type: none"> • Services management in digital world <p>3 blok</p> <ul style="list-style-type: none"> • Branding <p><u>Implementation in the 4th semester of 25/26 academic year</u></p> <p>1 blok</p> <ul style="list-style-type: none"> • Decision Support Systems <p>2 blok</p> <ul style="list-style-type: none"> • Diversity management <p>3 blok</p> <ul style="list-style-type: none"> • International tourism management