

Management

BACHELOR'S DEGREE - PROGRAM

Form: Full-time

Study form: Traditional (on-site)

Features: Bachelor's degree • From October • English • 6 semesters

City: Bydgoszcz



What will you learn?

- You will understand how to **manage human, material, and financial resources**, enabling you to effectively conduct operational activities in organizations.
- You will learn to make **accurate business decisions** by relying on data analysis and knowledge of organizational strategies.
- You will master the **use of marketing tools**, helping you build strong brands and execute effective promotional campaigns.
- You will learn how to **create product and company brands**, increasing their visibility and contributing to market success.
- You will discover the principles of **project and team management**, which will enable you to effectively carry out a wide range of business initiatives.
- You will gain access to **international student exchange programs**, giving you opportunities to acquire experience in a global environment.

Work opportunities

- Work as a **project manager**, overseeing teams and implementing strategic goals in large organizations and international companies.
- Become a **marketing specialist**, creating effective promotional strategies and building brand recognition in local and global markets.
- Advance as a **business analyst**, supporting organizations in making data-driven decisions and conducting market analyses.
- Become a **business analyst**, helping companies make decisions based on data and market analysis.
- Take on the role of a **business consultant**, advising organisations on management and process optimisation.
- Work in public administration as an international **cooperation specialist**, coordinating projects at a global level.

Study program

Practical studies

We teach in a way that best prepares you for the real challenges you will encounter in your professional career.

- **Group projects** – real business problems.
- **Simulations** – decision-making in market conditions.



- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – industry experts.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real cases.

Selected major-specific courses

- Introduction to Economic Law
- Introduction to Economics
- Introduction to Management
- Project Management
- HR Management
- Quality Management
- IT in Management
- Marketing and Public Relations
- Market Research
- Organization and Management Methods
- Managerial Game
- Communication Skills in Business
- Initiating and Running Business Activity

Selected specialization courses

- International Business

Foreign language study

For full-time studies:

- 240 hours of one foreign language (60 hours per semester, from the 2nd to the 5th semester).

For part-time studies:

- 64 hours of one foreign language in the 2nd and 3rd semesters.

You can choose: English, German, Spanish, or Russian.



Internships and practical training

Student internships are an important part of the study program. Students of bachelor's and long-cycle master's studies complete 960 hours of internships (24 weeks), gaining professional experience. If you work in a profession related to your field of study, you can have your internship credited based on your employment. During your studies, you also have the opportunity to take a paid internship. Internship programs are designed by cooperating employers, tailoring requirements to specific positions, which helps you take your first professional steps.

Study completion requirements

You create a major project that addresses a practical or theoretical problem related to your field of study. By studying literature and conducting your own analyses, you work on an original problem-solving proposal. Everything you learn during your studies enables you to create a professional project based on real data and actions. To earn your bachelor's degree, you must defend this project before a committee. You set the direction of your own project!

Specializations in the Management program

International Business

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