

Elective modules

10 modules 500 hours

Being a student of Collegium Da Vinci, you have an influence on what you will study. In addition to the compulsory set of study-programme modules and interdisciplinary modules, your study programme will also consist of elective modules. These are modules that you choose yourself. You select up to 12 modules from dozens of subjects - both in disciplines directly related to your field of study and interdisciplinary.

Remember: each academic year the list of available modules is slightly different. We modify it for our students, responding to the popularity of their chosen subjects and changing market trends.

Elective modules – course modules

Name	Availability in the mode	Description
Branding	full-time	Students will gain skills in branding and brand management strategies, including defining brand identity using business models and tools. They will learn to implement brand identity in marketing for a consistent brand image.
Design Thinking	full-time	Design Thinking is a structured approach to the innovation process. The first step is to build an interdisciplinary team that includes specialists who can look at a problem from different perspectives: engineers, technologists, marketing specialists, design specialists, sociologists, etc.
Innovation management from idea to implementation	full-time	The module is devoted to preparing students for comprehensive management of innovation in a company – from idea to implementation. The courses will cover such key subject areas as: standards for managing the innovation and design process, stages of the innovation development process in the company, and innovation development methodologies and techniques.

Name	Availability in the mode	Description
Marketing communications	full-time	Students will develop skills in crafting effective brand messages, considering new media and communication trends. The course will cover creating messages based on target group needs, designing communication strategies, and selecting appropriate media (own media, influencers, media mix). Key competencies will include understanding business client needs, active listening, relationship building, feedback, conflict resolution, and effective collaboration.
Negotiations and selling strategies of creative concepts	full-time	The module focuses on strategies and techniques for negotiating and selling creative concepts that require special considerations.
Project management methods and techniques	full-time	The module prepares the student to work in organizations in solving management problems. It aims to provide knowledge on the application of the latest management methods and techniques in modern enterprises. In addition, the module introduces students to management concepts.
Relationship marketing	full-time	The purpose of the module is for students to acquire skills and competencies in building positive customer relationships, taking into account knowledge of relationship marketing, tools for building and maintaining customer loyalty.
Trends and megatrends	full-time	The module allows the student to learn about the rationale for megatrends and the factors that shape them. The student will know the basic megatrends and how to use them in marketing activities.

Elective modules – interdisciplinary modules

Name	Availability in the mode	Description
IT Project management	elearning	Students will learn who is Project Manager and what kind of challenges they would solve if they chose this course. They will learn the best practices and understand the whole process of delivering software projects.
Consumer Decision-Making Psychology	elearning	This module provides insights into the psychology of decision-making, equipping you with tools to enhance choices in both professional and personal contexts. It enables you to understand customer behavior and explore the limitations of rationality that affect decision-making processes. Ultimately, you will learn to apply these insights effectively, improving your overall decision-making skills.