

**STUDY
PROGRAMME**

Creative Management

Level of studies

**First-cycle degree
programme**

Study mode

Full-time

Title

**Bachelor's
degree**

Duration

3 years

Language of instruction

English

Programme cycle

2025 - 2028



CREATIVE MANAGEMENT

Study programme

Interdisciplinary modules

7 modules | 221 hours

This is a general education block. It will provide you with the very universal competences that nowadays no good professional can do without, regardless of the business sector. These include: 2 individual predisposition and talent tests, tutoring (i.e. mentoring in development), a foreign language of your choice

Area: general knowledge and competences

Profile: common to all undergraduate students

Status: compulsory, according to the list

Number of hours: 221 (full-time)

Duration: 1-4 semester

[Go to these modules](#)

Study programme modules

18 modules | 805 hours

This is a set of practical subjects closely related to the course you are studying. A solid core curriculum that will provide you with the latest knowledge and key skills needed in the industry.

Area: industry-specific knowledge and competences

Profile: common to all students in this course

Status: compulsory, as listed

Number of hours: 805 (full-time)

Duration: 1-6 semester

[Go to these modules](#)

① **Total number of hours: 2621**

*including 60 hours of physical education

Details of the number of hours are available in the **BIP (Public Information Bulletin)**.

CREATIVE MANAGEMENT

Study programme

Elective modules

10 modules | 500 hours

This is a set of subjects that you choose by yourself - according to your needs and interests. You have dozens of subjects at your disposal - both in disciplines directly related to your field of study and interdisciplinary. They allow you to determine the content of your own education.

Area: Branch-related and interdisciplinary knowledge and competences

Profile: individual for each student

Status: individually selected from a list*

Number of hours: 500 (full-time)**

Duration: 1-6 semester

*Each academic year the list of available modules is slightly different. We modify it for our students in response to the popularity of their chosen subjects and changing market trends.

**During your studies you choose 10 modules, each of 5 ECTS credits

[Go to these modules](#)

Internships

2 modules | 961 hours

Full-time student internship in a company of your choice. Essential and highly valuable experience on your educational path. Your first steps in your profession under the guidance of more experienced colleagues in the industry.

Area: practical work experience

Profile: individual for each student

Status: individually selected*

Number of hours: 961 (full-time)

Duration: 2-6 semester

*You will be assisted in gaining them by the university's Career Office, which will facilitate your contact with companies cooperating with the university.

[Go to these modules](#)

① **Total number of hours: 2621**

*including 60 hours of physical education

Details of the number of hours are available in the **BIP (Public Information Bulletin)**.



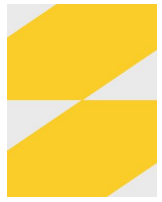
Name of the subject / course		Credit	Semester	ECTS	Teaching hours
					Total
1	General Module 1	Z	1	1	5
	1 Occupational Health and Safety (OHS)	Z			3
	2 Library	Z			2
2	Integration week	Z	1	1	25
	1 Introduction to Academic Study	Z			25
3	Language module 1	O	2	5	50
	1 Foreign language	O			40
	2 Foreign language e-learning	O			10
4	Language module 2	O	3	5	50
	1 Foreign language	O			40
	2 Foreign language e-learning	O			10
5	Language module 3	E	4	5	50
	1 Foreign language	O			40
	2 Foreign language e-learning	O			10
6	Tutoring 1	Z	1	4	20
	1 Group tutoring	Z			12
	2 Individual tutoring	Z			8
7	Tutoring 2	Z	2	4	21
	1 Group tutoring	Z			12
	1 Individual tutoring	Z			9



Name of the subject / course	Credit	Semester	ECTS	Teaching hours
				Total
1 Introduction to creative management	0	1	5	50
1 Basics of creative management	0			34
2 Decision-making processes in the organization	0			16
2 Psychology and communication in the management process	0	1	5	50
1 Elements of psychology and communication in business;	E			30
2 Change management	0			20
3 Marketing	0	1	5	50
1 Principles of Marketing	0			30
2 Psychology of consumer behavior	0			20
4 The Economics for Managers	0	2	5,08	52
1 Principles of Macro- and Microeconomics	E			36
2 Corporate Taxation Basics	0			16
5 Business leadership	0	2	5	50
1 Organizational behavior	0			20
2 Organizational Leadership	0			30
6 Service design	0	2	5	50
1 Service Marketing and Quality	0			20
2 Service design process and tools	0			30
7 Strategies of sustainable development	0	2	5	50
1 Assumptions and goals of sustainable development	0			20
2 Strategies for sustainable development - best practices	0			30
8 Entrepreneurship	0	2	5	50
1 Basics of entrepreneurship and business plan	0			20
2 Entrepreneurship in practice	0			30
9 Media Relations	0	3	5	50
1 (Crisis) Media Relations	0			25
2 Personal Branding	0			25
10 Business Law	0	3	5	50
1 Legal Basis of Entrepreneurship	0			30
2 Civil Law Contracts and Copyright Law	0			20
11 Finances for Managers	0	3	5	50
1 Corporate Financial Analysis	0			25
2 Financial Accounting with Elements of Managerial Accounting	0			25



Name of the subject / course		Credit	Semester	ECTS	Teaching hours
					Total
12	Business Innovation	0	4	5	50
	1 Methods and Origins of Innovation	0			20
	2 Business Model Canvas	0			30
13	Marketing research - 3D Model	0	4	5	50
	1 Quantitative research	0			30
	2 Qualitative research	0			20
14	Strategic management	0	5	5	50
	1 Strategic management process	Z			30
	2 Management strategies	0			20
15	Experience marketing	0	5	5	50
	1 Sensualizing the customer experience	0			20
	2 Audit of experience and Customer Journey Map	0			30
16	Proseminarium	Z	4	1	5
	1 Proseminarium	Z			5
17	Diploma seminar 1	0	5	5	25
	1 Diploma Team Project 1	0			15
	1 Seminar 1	0			10
18	Diploma seminar 2	0	6	5	25
	1 Diploma Team Project 2	0			15
	1 Seminar 2	Z			10



Elective modules proposed in the academic year 2024/2025

Trends and Megatrends	Relationship Marketing	Design Thinking
Project Management Methods and Techniques	Negotiations and Selling Strategies of Creative Concepts	Marketing Communications
Branding	Innovation management from idea to implementation	IT Project management oraz Consumer Decision-Making Psychology



Internships

Name of the subject / course	Credit	Semester	ECTS	Teaching hours
				Total
1 Introduction to Internships	Z	2	1	1
1 Introduction to Internships	Z			1
2 Internship	Z	6	33	960
1 Internship	Z			960



Physical education

You definitely won't be without PE classes as well. You'll take a total of 60 hours of physical education classes in semesters 1 and 2. You'll have a choice of gym, spinning, yoga, squash, table tennis - depending on your strength and mood.

Are you looking for additional and more detailed information?

Details of the number of hours are available in the **BIP (Public Information Bulletin)**.

