

## BACHELOR IN MANAGEMENT



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BUSINESS

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# BACHELOR IN MANAGEMENT with Specialisations in:

- **Contemporary Trends in Marketing (Digital Marketing)**
- **Human Resources Management & Psychology in Management**



## Introduction

The **BA In Management** course is designed to give students the opportunity to specialize in a chosen management field. Students can major in Marketing (Contemporary Trends In Marketing), or Human Resources Management and Psychology in Management. If interest and demand are strong, EUOB can also offer a specialisation in Finance and Accounting for Small and Medium-Sized Enterprises.

Within the **Contemporary Trends in Marketing Specialisation**, students take the following electives: Trends in Contemporary Marketing; Trends in Consumer Behaviour and Their Impact on Changes in Marketing; Sales in XXI Century – Trends and Tools; Internet-based Promotional Campaigns: Analysis and Planning; Social Media – Designing Strategy and Ways of Communication; and Performance Marketing – Integration of Online and Offline Advertising Campaigns.

The **HRM & Psychology in Management Specialisation** is composed of the following electives: Personal Marketing; Management Psychology; Ergonomics and Humanisation of Work; Sociology and Social Engineering; Talent Management and Career Development; and Recruitment and Employee Selection.

The mixed methodology of teaching allows students to research and develop creativity in addition to the in-class practice and the field visits to multinational companies. The practical profile of this program also entails industry placements (internships). The program can be completed in three years on a full-time basis. Part-time studies will normally take four years.

## Curriculum

### Year 1:

- Ethics and Etiquette of EUOB
- Principles of Management
- Information Technologies
- Mathematics
- Basics of EU
- Psychology
- Economics
- Principles of Marketing
- Interpersonal Communication
- Logistics Management
- Business Law
- Statistics
- Occupational Health & Safety
- Library Orientation
- Physical Education





## Curriculum

### Year 2:

- Intellectual Property Rights
- Organizational Science
- Managerial Accounting
- Human Resource Management
- Organizational Behaviour
- Management Information Systems
- Analysis of Consumer Behaviour and Customer Satisfaction Building
- Entrepreneurship
- Finance
- Marketing Research
- Business Ethics
- Trends in Contemporary Marketing/ Personal Marketing
- Trends in Consumer Behaviour and Their Impact on Changes in Marketing/ Management Psychology
- Sales in XXI Century – Trends and Tools/ Ergonomics and Humanisation of Work
- Academic English

## Curriculum

### Year 3:

- Change Management
- Financial Markets & Institutions
- Project Management
- TQM
- Internet-based Promotional Campaigns Analysis and Planning/ Sociology and Social Engineering
- Social Media – Designing Strategy and Ways of Communication/ Talent Management and Career Development
- Performance Marketing – Integration of Online and Offline Advertising Campaigns/ Recruitment and Employee Selection
- Dissertation Seminar
- Academic English
- Internships

## Aims and Objectives

### Aims - meeting the new challenges of the business world:

- To allow students to explore how orthodox approaches to business management are being affected by business transformation.
- To provide an environment where students can develop enhanced approaches to solving problems.

### Objectives - a unique practical learning experience:

- To analyse and critically evaluate the issues and problems faced in new and existing businesses.
- To participate in active discourse on the adoption of innovation and how management can analyse and develop its impact on the changing context of business.
- To critically evaluate an organisation's existing information systems and be able to propose the adoption of new ones.
- To elaborate the innovation requirements and facilities for remote, distributed electronic communications.
- To design, develop, enhance and implement existing and new business practices that will enable an organisation's growth.



## Industry Placements

The BA in Management program requires students to complete a 6-month internship with a company or an organization from the public sector. The internship takes place in the last year of studies. The aim of internships is to use the knowledge and skills acquired during studies in the implementation of professional tasks and to confront theory with practice. During the internship, students also acquire new skills that will be useful in their future employment. Industry placements greatly increase students employability after graduation.

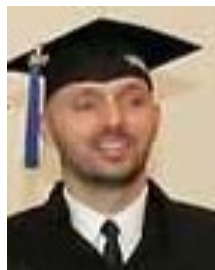
## Teaching and Learning

The program aims to develop an approach to learning which encourages you to “transform” and analyse critically rather than simply to “reproduce” the theories and ideas to which you are introduced. Overall the intention is to enable you to develop as someone who is proficient in the acquisition of the relevant knowledge and skills in the various fields of management, and who is committed to a critical understanding of your own learning and potential professionalism.

A variety of teaching methods will be used and you will be expected to lead discussions based on your own research activities and to work in tandem with colleagues to present information and solutions to case problems. At all times you will be encouraged to reflect on, and take responsibility for, your own learning. The tutorial and seminar groups are a key component of the programme and aim to help you to analyse the underlying principles and practices of management.



“Achieving the top result has been due to the overwhelming support by the lecturers. I am grateful that I was given the opportunity to participate at the EUB industry partnership event”



“It has been very rewarding and exciting at the European University of Business. I have learnt many aspects of practice and theory in management”

### Attendance mode:

- Full-time: A degree studied in this mode will normally take three years to complete.
- Part-time: A degree studied in this mode will normally take four years to



### Admission Criteria:

Candidates for admission should hold the following:

- High School Diploma, or International Baccalaureate
- IELTS or Equivalent English Test Certificate with an Acceptable Score

Applications from mature students with work experience are encouraged!