Jan Kochanowski University of Kielce

Academic year 2025/2026

Faculty of Law and Social Sciences

Department of Management

Field of study: **Management**

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| Kierunek (w języku angielskim) |
| Course unit | Przedmiot | Type | ECTS | Completion requirements  | Academic hours per semester |
| **WINTER SEMESTER (1)** |
| Kierunek w języku angielskim I°  |
| Digital technologies in the manager work | Technologie cyfrowe w pracy menedżera | Lecture/classes | 3 | Graded credit | 15/30 |
| Organizational science | Nauka o organizacji | Lecture/classes | 4 | Exam/graded credit | 30/30 |
| Organizational behavior | Zachowania organizacyjne | Lecture/classes | 6 | Exam/graded credit | 35/30 |
| Corporate finance management | Zarządzanie finansami przedsiębiorstwa | Lecture/classes | 5 | Exam/graded credit | 30/30 |
| Management and marketing planning | Zarządzanie i planowanie marketingowe | Lecture/classes | 6 | Exam/graded credit | 35/30 |
| Shaping the company's offer\* | Kształtowanie oferty przedsiębiorstwa\* | Lecture/classes | 4 | Graded credit | 30/15 |
| Controlling\* | Controlling\* | Lecture/classes | 4 | Exam/graded credit | 30/15 |
| Industry 4.0\* | Indutry 4.0\* | Lecture/elearning | 2 | Graded credit/graded credit | 20/10 |
| New businesses\* | New businesses\* | Lecture/elearning | 2 | Graded credit/graded credit | 20/10 |
| **SUMMER SEMESTER (2)** |
| Kierunek w języku angielskim I° |
| Basics of marketing | Podstawy marketingu | Lecture/classes | 5 | Exam/graded credit | 30/30 |
| Human resources management | Zarządzanie zasobami ludzkimi | Lecture/classes | 6 | Exam/graded credit | 35/30 |
| Quality management | Zarządzanie jakością | Lecture/classes | 6 | Exam/graded credit | 30/30 |
| Touristic business\* | Biznes turystyczny\* | Lecture | 1 | Graded credit | 15 |
| E-commerce and Internet marketing\* | E-commerce i marketing internetowy\* | Lecture/classes/elearning | 4 | Exam/graded credit | 15/15/15 |

\*Specialist course. There is a risk that a given specialty will not be created

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Field of study: **Management**, Master

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| **WINTER SEMESTER (1)** |
| Managerial economics | Ekonomia menedżerska | Lecture / excercises | 4 | Exam / Graded credit | 15/30 |
| Sustainable marketing based on AI | Zrównoważony marketing oparty na sztucznej inteligencji | Lecture / excercises | 3 | Exam / Graded credit | 30 / 15 |
| Management concepts | Koncepcje zarządzania | Lecture / excercises | 5 | Exam / Graded credit | 30 / 30 |
| \*Business processes modelling | Projektowanie procesów biznesowych | Lecture / excercises | 3 | Graded credit | 15 / 30 |
| \*Public policy for climate innovation | Polityka publiczna na rzecz innowacji klimatycznych | Lecture | 2 | Graded credit | 30 |
| \*Logistics services management | Zarządzanie usługami logistycznymi | Lecture / excercises | 3 | Exam / Graded credit | 30 / 15 |
| **SUMMER SEMESTER (2)** |
| Management |
| Strategic management | Zarządzanie strategiczne | Lecture / excercises | 5 | Exam / Graded credit | 30 / 30 |
| Management accounting | Rachunkowość zarządcza | Lecture / excercises | 4 | Exam / Graded credit | 30 / 15 |
| Business intelligence & big data | Business intelligence & big data | Lecture / excercises | 2 | Exam / Graded credit | 15 / 15 |
| Game theory and simulation decision game | Teoria gier i symulacyjna gra decyzyjna | Excercises / online lecture | 3 | Graded credit | 30 / 15 |
| \*Motivation systems in organization | Systemy motywacyjne w organizacji | Lecture / excercises | 3 | Exam / Graded credit | 30 / 15 |
| \*Green marketing technologies | Zielone technologie marketingowe | Lecture / excercises | 4 | Exam / Graded credit | 30 / 30 |
| \*Digital Economy 4.0 | Digital Economy 4.0 | Online lecture | 2 | Graded credit | 30 |

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