

# A unique university





# Come study in Wroclaw University of Economics It is a wise choice

Wrocław University of Economics is ranked amongst the top Universities of Economics in Poland by the Polish Ministry of Science and Higher Education. It is an important centre of education, science and research, and plays an important role in the international scientific community. Wroclaw University of Economics is an unquestionable leader of business success: of all top managers and CEO's of Polish companies, the largest percentage are graduates of our university – according to Newsweek ranking aimed at evaluating the true market value of education received.

Address: Komandorska 118/120

53-345 Wrocław, Poland

Web site: www.ue.wroc.pl
University's status: Public university

University's foundation date: 1947

**Faculties:** of Economic Sciences

of Management, Computer Science and Finance

of Engineering and Economics of Regional Economics and Tourism

The present system of studies in Poland – 3-year bachelor studies followed by 2 years of master studies – put you fast on track to professional career. Bachelorship provides you with vocational knowledge and practical skills needed to take up your first job but at the same time open up perspectives for further education towards your master title. As bachelor you are free to continue studies on the field or pick up another area of choice.

## We offer to English spoken candidates the following programs:

- Bachelor/Master Studies in Finance
- Bachelor/Master in International Business
- Bachelor in Business Informatics
- European Doctoral Program in Economics, Management and Finance

## Summer School – a good idea for your holidays!

Summer School is an unique opportunity to study finance and management (8 ECTS points awarded) and enjoy the summer in the same time. During our program we offer many attractions:

- Fascinating classes filled with workshops, case studies and simulation games,
- Learning among students from all over the world,
- Meeting with business people and field trips to enterprises,
- Entertainment and fun in Wrocław one of the most beautiful cities in Europe

In the first three editions of the program over 100 students from 5 different continents and 23 countries stayed at our university! Meetings and lectures are held in English.

www.summerschool.pl

## Campus

Our didactic facilities, dormitories, sports centers (with a swimming pool, halls, fitness and climbing), student clubs, bookshop and library are located in one campus, suitably located near city center. No need to commute from place to place.

## Polish as a foreign language

Students learn the basic rules of the Polish language pronunciation and intonation, the basics of grammar. Vocabulary practice provides students with the necessary skills to successfully communicate in everyday situations. The course content will also help to get acquainted with the Polish culture. Students have an opportunity to visit Wrocław and to participate in the cultural life of the city. The class of Polish as a foreign language for foreign students aims at developing their language competences and intercultural communication skills.

## Recruitment information

The recruitment process consists of two main parts:

- Documents screening
- Oral entrance exam (a personal interview relating to the applicant's motivation, language and skills). There is also an option of via video conference.

## Required documents for Bachelor program candidates

- Certified copy of your secondary school leaving certificate that entitles you to enter higher education in your home country.
- Document allowing to continue study at university (diploma of secondary school) has to be officially signed and approved by Polish Embassy, provided with information that this document (diploma) allows a given person to apply for admission to tertiary level studies of each type in his or her home country.
- Original diploma should be provided with legalization from Polish Embassy or with apostille. Information about apostille candidate will find on: http://www.hcch.net/index\_en.php?act=conventions.authorities&cid=41. Legalization is needed from candidates whose country is not on the above list concerning apostille.
- Transcript of records from secondary school translated into Polish by certified, official translator (if translation into Polish is impossible in English).
- Certificate confirming that student has a good command of English language (extra certificate is not necessary, if mark
  in English course is in transcript of records from secondary school or candidate is from country where English is official
  language).
- Copies of all documents mentioned above.
- CV in English.
- Four photos.
- Copy of passport or other document (ID).

## Required documents for Master program candidates

To apply for Master's program in International Business, the candidate should have Bachelor's degree (or Master's Degree) and should be eliqible to study at university level.

- Original document proving Bachelor's (or Master's) degree translated into Polish by certified, official translator. It should be translated into Polish by certified, official translator (if translation into Polish is impossible in English).
- The diploma should be provided with legalization from Polish Embassy or with apostille. Information about apostille candidate will find on: http://www.hcch.net/index\_en.php?act=conventions.authorities&cid=41. Legalization is needed from candidates whose country is not on the above list concerning apostille.
- Transcript of records attached to document proving Bachelor degree translated into Polish by certified, official translator (if translation into Polish is impossible in English).
- Original document allowing to continue study at university (diploma of secondary school) translated into Polish or English by certified, official translator.
- Certificate with confirmation that student has a good command of English language (extra certificate is not necessary, if
  mark in English course is in transcript of records from secondary school or in transcript of records attached to document
  proving Bachelor's degree).
- CV in English.
- Four photos.
- Copy of passport or other document (ID).

## **Tuition fees**

<ul> <li>registration fee (paid once)</li> </ul>	200 EUR
<ul> <li>bachelor degree studies (per year)</li> </ul>	2,500 EUR
<ul> <li>master degree studies (per year)</li> </ul>	2,500 EUR
<ul> <li>post graduate studies (per year)</li> </ul>	3,000 EUR
• launching final procedure, master degree (paid once)	1,000 EUR
• Foreign candidates with Polish origins are granted 30%	discount.





## About the city

Wrocław is the economical, cultural and intellectual capital of Lower Silesia, located in southwestern Poland, 160 km from Germany and 120 km from the Czech Republic. It is well equipped with communication facilities: international airport, railways, highways and river ports. Medium - light industry, trade, service and education are major employers. The city with its charming historical center, parks, good restaurants, hotels and friendly people (700.000 inhabitants) is a pleasant place to visit and to do business. Wrocław is one of the oldest and most beautiful cities in Poland. Situated at the foot of the Sudety Moutains, upon the Odra River and cut through by its numerous tributaries and canals, it is an exceptional city of 12 islands and 112 bridges.

www.wroclaw.com



# The offer of programs

# Bachelor's and Master's program in International Business

Tomorrow's manager is a person successfully functioning in a complex international environment. The necessity is to combine knowledge of advanced technologies with building interpersonal relations with partners from other cultures. In order to meet the expectations we have designed unique studies - fully in English - at the renowned university. We offer both undergraduate (Bachelor's degree) and graduate program (Master's degree).

The course syllabus includes both core lectures (economics, management) as well as many specialisation modules like:

- Internet advertisement in international business
- Project management in international business
- Logistic management in international business
- International corporate finance

Most of the modules are conducted using active teaching techniques (e.g. case studies, workshops or brain storm).

## **Bachelor in International Business**

- Prerequisites: eligibility to study at university level, language skills
- Duration: 6 semesters (3 years)
- Start date: beginning of October
- Language of instruction: English
- Program web page: www.business.ue.wroc.pl
- Contact: dr Artur Klimek, artur.klimek@ue.wroc.pl

You will become an expert in international business and improve your position in the job market. The graduate will be equipped with skills helping to appreciate economic, political and cultural dimensions of global business. Excellent knowledge of international issues thanks to the participation in prestigious studies will open many doors in the business world. The graduate will be prepared to play an active role in multinational corporations, export companies, strategic consultancy and financial institutions.

During the 3 years of study you will participate in various projects and improve your skills by formulating business strategies and solving economic problems. Participating in the program will increase your chances for career in multinational corporations and international organizations.

## Study program

The catalogue of the program includes both core lectures (economics, management) as well as many specialization modules. Most of the modules are conducted using active teaching techniques (e.g. case studies, workshops or brain storm).

# **Bachelor in International Business**

Year 1 (semester 1 and 2)		
Module	ETCS	Hours
Library information systems	0	E-learning
Political and economic geography	5	30
Computer science	2	30
European Integration	8	60
Foreign language I	0	90
Foreign language II	0	60
Law	5	30
Contemporary political systems	4	30
Sociology	4	30
Social policy	5	30
Globalisation	2	15
Microeconomics	9	60
Fundamentals of quantitative methods	9	75
Introduction to European spatial economy	7	30
Physical education	0	60
Intellectual property protection	0	4
Safety training	0	4

Year 2 (semester 3 and 4)		
Module	ETSC	Hours
Macroeconomics	8	60
Economic policy	2	30
Development economics	2	30
Marketing	2	30
Fundamentals of accounting	4	30
Public finance	5	30
Foreign language I	2	30
Foreign language II	3	60
International business	8	30
Fundamentals of capital and financial markets	2	30
Civil and commercial law	2	30
Organisation theory	2	30
Specialisation module I	3	30
Specialisation module II	3	30
Thesis seminar	2	15
Apprenticeship	0	30
International business management	4	45
International economic transactions	4	45
Physical education	0	15

Year 3 (semester 5 and 6)		
Module	ETCS	Hours
International marketing	9	45
International settlements	10	45
Economics of international trade	2	30
Strategic management	4	45
International economic comparisons	3	30
Finance management	2	40
International environment protection	5	60
Specialisation module I	9	90
Specialisation modules II	9	90
Apprenticeship	2	30
Thesis seminar	8	45

## Master in International Business

- Prerequisites: undergraduate degree or equivalent, language skills
- Duration: 4 semesters (2 years)
- Start date: beginning of October
- Language of instruction: English
- Program web page: www.business.ue.wroc.pl
- Contact: dr Artur Klimek, artur.klimek@ue.wroc.pl

The studies have been designed for students wanting to broaden their knowledge and strengthen their leadership and managerial abilities. The participants of the program aim at working in a multicultural environment requiring high qualifications and language skills. Successful completion of the studies will help to take prominent positions in top international companies. This is an intensive full-time program for top-notch students. During the 2 years of study you will review some of the international business issues but mostly comprehend higher level topics. The program consists of specialisation modules focused on solving advanced business problems. Master's program in International Business is open to candidates with an undergraduate degree or equivalent and English proficiency.

## Study program

The catalogue of the program includes both core lectures (economics, management) as well as many specialization modules. Most of the modules are conducted using active teaching techniques (e.g. case studies, workshops or brain storm).

## Master in International Business

Year 1 (semester 1 and 2)		
Module	ETCS	Hours
Directions of development of contemporary economics	4	30
Contemporary concepts and methods of management	3	30
Network economy in European space	3	60
Public international law	5	30
International economics	6	30
Econometrics and mathematical statistics	7	60
Cultural aspects of international business	5	30
International political relations	5	60
New democracies of the XXI century	3	30
International corporate finance	5	30
Economic aspects of international conflicts	3	30
Specialisation module I	3	30
Specialisation module II	3	30
Master's seminar	5	15
Digital sources of scientific information	0	4

Year 2 (semester 3 and 4)		
Module	ETCS	Hours
Contract in international trade	6	30
International forecasting and simulations	6	30
Globalisation and regionalisation in the global economy	9	30
International settlements	6	30
International logistics	9	30
Master's seminar	15	60
Specialisation module I	3	30
Specialisation module II	3	30
Specialisation module III	3	30

# Bachelor/Master Studies in Finance

## **Bachelor Studies in Finance**

- Duration: 6 semesters
- Start date: beginning of October
- Language of Instruction: English
- Prerequisites: Completed secondary school, good level of mathematical and language skills.
- To apply for Bachelor Studies in Finance, the candidate should be eligible to study at university level.
- Program web page: www.finance.ue.wroc.pl
- Contact: olga.rutkowska@ue.wroc.pl

## Attractive features of the Program:

- based on world wide standards of excellence for undergraduate students in finance
- fulfills the requirements of European Union
- oriented towards people willing to pursue financial careers in banks, insurance companies, other financial institutions, financial departments of enterprises

In 2010 Finance and Accounting Major received certificate with honorable mention after accreditation of Państwowa Komisja Akredytacyjna (State Accreditation Committee). One of the reasons of this honorable mention were two programs in English − Bachelor and Master Studies in Finance. The CFA Program Partnership aligns the university's Master in Finance programme and Bachelor in Finance programme with the CFA Program Candidate Body of Knowledge™ curriculum, allowing students to complete this programme and prepare for the CFA Program at the same time. This combination places successful students in an advantageous position when seeking to enter the finance industry or enhance their careers. More information: http://www.finance.ue.wroc.pl

Year 1 (semester 1 and 2)	FTCC	Harris
Module	ETCS	Hours
Microeconomics	9	75
Mathematics	10	90
Information Technologies	3	45
Macroeconomics	9	75
Basics of Management	6	60
Statistics	7	60
Basics of Accounting	4	45
Basics of Finance	5	45
Law I	3	30
Foreign Language 1	2	60
Foreign Language 2	2	60
Physical Training	0	30
Library Information System	0	4
BHP - Industrial Safety Training Course	0	4
Physical Training	0	30
Year 2 (semester 3 and 4)		
Module	ETCS	Hours
Law II	3	30
Financial Mathematics	7	60
Public Finance	3	30

Law II	3	30
Financial Mathematics	7	60
Public Finance	3	30
Financial Accounting	3	30
Financial Market	7	60
Corporate Finance	10	90
Banking	6	60
Insurance	6	60
Econometrics	7	60
Foreign Language 1	2	60
Foreign Language 2	2	60
Physical Training	0	30
Bachelor Project	4	30



Year 3 (semester 5 and 6)		
Module	16,50	Hours
Financial Analysis	3	30
Information Technology in Finance	4	45
Intermediate Accounting and Financial Reporting	5	45
Investment Analysis and Management	7	60
Principles of Fund Accounting	3	30
Marketing	3	30
Mathematical Economics	3	30
Philosophy	4	60
Business Strategy and Operations	4	45
Real Estate Market	3	30
Personal Finance	3	30
Ethics	3	30
Bachelor Project	9	75

Specialization Financial Management (Year 3, semester 6)		
Module	ETCS	Hours
Elements of Financial Institution Management	4	30
Enterprise Risk Management	4	30

Specialization Financial Market (Year 3, semester 6)		
Module	ETCS	Hours
Behavioral Finance	4	30
Risk Management in Financial Markets	4	30

## **Master Studies in Finance**

- Duration: 4 semesters
- Start date: beginning of October
- Language instruction: English
- Prerequisites: Bachelor (or Master) degree, good level of mathematical and language skills
- Program web page: www.finance.ue.wroc.pl
- Contact: olga.rutkowska@ue.wroc.pl

Program Master Studies in Finance fulfills Master requirements of European Union. It is taught in English and based on world standards in finance programs. The proposed program is directed toward the students of Finance major. It consists of four semesters of classes and it is aimed at students who completed at least two semesters including the following courses: Macroeconomics, Microeconomics, Mathematics, Statistics, Informatics, Law, Management, Public Finance. Student can study also during some semesters provided that he completed in his university the courses preceding these taught during the respective semester. Program consists of compulsory and elective courses. Among the elective courses there are the courses containing the material necessary to obtain the world-wide professional licenses, including financial analysts and risk managers, namely: Chartered Financial Analyst (CFA®), Certified International Investment Analyst (CIIA), Professional Risk Manager (PRM), Financial Risk Manager (FRM). To apply for Master Studies in Finance, the candidate should have Bachelor degree (or Master Degree) and should be eligible to study at university level. The CFA Program Partnership aligns the university's Master in Finance programme and Bachelor in Finance programme with the CFA Program Candidate Body of Knowledge™ curriculum, allowing students to complete this programme and prepare for the CFA Program at the same time. This combination places successful students in an advantageous position when seeking to enter the finance industry or enhance their careers. More information: http://www.finance.ue.wroc.pl

Year 1 (semester 1 and 2)		
Module	ETCS	Hours
Financial Institution Management	6	45
Cost Accounting	4	30
Analysis of Financial Instruments	10	75
Monetary Policy	4	30
Intermediate Economics	6	45
Portfolio Management	7	60
Managerial Accounting	4	30
Financial Market Regulations	4	30
Advanced Corporate Finance	6	60
Strategic Management	4	30
Master Project	5	30

Year 2 (semester 3 and 4)		
Module	ETCS	Hours
Financial Reporting Standards	4	30
Risk Analysis and Management	8	60
Analysis of Financial Time Series	6	45
International Finance	6	45
Ethics	4	30
Hedge Fund Accounting	4	30
Actuarial Methods	5	30
Wealth Management	5	30
Behavioral Finance	4	30
Electives	4	30
Electives	4	30
Master Project	14	60

# **Bachelor Studies in Business Informatics**

- Prerequisites: eligibility to study at university level, language skills
- Duration: 3 years
- Start date: beginning of October
- Language of instruction English
- Program web page: http://ib.ue.wroc.pl
- Contact: Prof. Jacek Unold, jacek.unold@ue.wroc.pl

The need to initiate Bachelor Studies in Business Informatics (BI) stems from a profound market demand in both academia and practice. This is the first BI program in Poland and sixth in Middle Europe. It fully complies with the requirements of the Bologna Process.

The BI program is designed to produce graduates equipped to function in entry level business informatics positions with a strong basis for continued career growth. And so, a BI graduate will be acquainted with problem solving models, techniques and approaches; critical thinking and creativity concepts and techniques; leadership standards; codes of professional conduct; legal and regulatory standards.

The business part of the studies will acquaint a graduate with organizational theory and business models; the systems approach; evaluation of business performance; functional business areas, like marketing, human resources, logistics and manufacturing. The communication and team work studies will help understand and apply the issues of motivation, encouragement, negotiating and facilitating, and operation in a global, culturally diverse environment. Building a team, team decision making, operating in a virtual team environment are next exit characteristics of a BI graduate.

The computing part of the studies will develop the potential in collecting, summarizing and interpreting data; computer systems hardware and software; networking and telecommunications; operating systems management; personal use of information technology and information systems; Web page and Web architecture design and development, etc.

The structure and sequence of the courses permit completion of the BI bachelor program in three years, with the teaching hours totaling 1875 and ECTS points equaling 181. Wroclaw University of Economics employs an internationally experienced, fluently English-speaking academic staff, which ensures the highest quality of the BI studies. Also, visiting professors from renown world universities are taking part in this program.

The BI graduate will become a knowledge worker, capable of filling positions which include, but are not limited to:

- IT director
- IT manager
- business process analyst
- IT project manager
- information systems analyst & designer
- software designer
- ICT technologist
- E-business analyst
- database technologist
- database administrator
- network administrator
- data security specialist
- SAP administrator

## Structure of the BI bachelor program

Besides the Bologna Accords requirements, this Curriculum complies with the basic requirements regarding bachelor studies at Wroclaw University of Economics, i.e.,

- 1) The maximum number of total teaching hours for the first level academic degree (bachelor studies) is not to exceed 2000.
- 2) The minimum number of ECTS credits equals 180.
- 3) Lectures make minimum 45% of the total teaching hours.
- 4) Laboratory classes make maximum 18-20% of the total teaching hours.
- 5) Physical education 60 hrs. and 2 ECTS credits.
- 6) Foreign languages 180 hrs. and 5 ECTS credits.

There are three main categories of academic courses which compose the Business Informatics Bachelor Program at Wroclaw University of Economics (Tables 5-7):

- 1) Core courses
- 2) Major courses
- 3) Elective courses

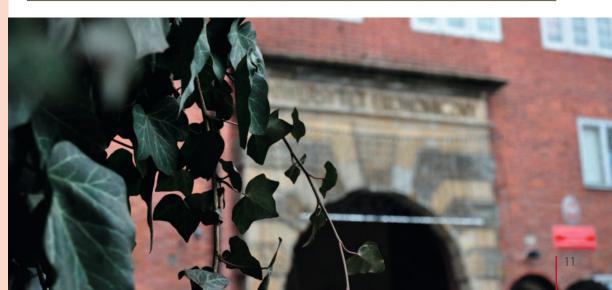
## BI core courses

Core courses	Code	Semester	Hours	Lec.	Ex.	Lab.	Sem.	ECTS
Fundamentals of IS	BI101		45	30		15		5
Macroeconomics	BI107		45	30		15		5
Microeconomics	BI108	II	30	15	15			3
Management Theory	BI105	I	30	30				3
Basic Accounting	BI109	I	45	30	15			5
Management of SME	BI106	II	30	30				3
Operations Management	BI110	II	30	15	15			3
Financial Management	BI209	III	30	15	15			3
Business Ethics	BI206	III	30	30				3
		Total	315	225	60	30		33

Abbreviations used in the tables: **Lec**. – lectures, **Ex**. – exercises, **Lab**. – laboratories, **Sem**. – seminars.

# Bl major courses

Major courses	Code	Semester	Hours	Lec.	Ex.	Lab.	Sem.	ECTS
Mathematics I	BI113		60	15	30	15		6
Mathematics II	BI114	II	60	15	30	15		6
Fundamentals of IT	BI101		45	30		15		5
Programming & Data Structures	BI103	II	45	30		15		5
Systems Analysis & Design	BI104	II	45	30		15		5
Databases	BI201	III	45	30		15		5
Data Warehouses	BI203	IV	60	30		30		6
Networks & Telecommunications	BI202	III	45	30		15		5
Emerging Technologies & Issues	BI204	IV	45	30		15		5
Artificial Intelligence	BI301	V	60	30		30		6
IS Security	BI302	VI	60	30		30		6
Management Information Systems	BI303	VI	45	30		15		5
Business Statistics	BI112	II	30	15	15			3
Econometrics	BI211	III	45	30	15			5
Operations Research	BI210	IV	45	30	15			5
Enterprise Models	BI205	III	30	30				3
Logistics & Supply Chain Mgmt.	BI208	III	30	15	15			3
Risk Management	BI207	IV	30	15	15			3
Knowledge Management	BI304	V	30	30				3
Project Management	BI305	V	30	15	15			3
Human Resource Management	BI306	VI	30	15	15			3
		Total	915	525	165	225		96



# BI elective courses

Elective courses	Code	Semester	Hours	Lec.	Ex.	Lab.	Sem.	ECTS
Object Oriented Programming & Systems	BI401	IV-VI	45	30		15		5
Mining of Business Databases	BI402	IV-VI	45	30		15		5
Information Management	BI403	IV-VI	30	30				3
Marketing Information Systems	BI404	IV-VI	30	30				3
Marketing Management	BI405	IV-VI	30	15	15			3
International Marketing	BI406	IV-VI	30	15			15	3
Time Management	BI407	IV-VI	30	15	15			3
Change Management	BI408	IV-VI	30	15	15			3
Neurolinguistic Programming	BI409	IV-VI	30	15	15			3
Interpersonal Business Communication	BI410	IV-VI	45	15	15		15	5
International Business	BI411	IV-VI	30	30				3
International Economics	BI412	IV-VI	30	30				3
Economic Globalization	BI413	IV-VI	30	15			15	3
European Integration	BI414	IV-VI	30	30				3
Internal Reporting (Controlling)	BI415	IV-VI	30	15		15		3
Business Consulting	BI416	IV-VI	30	15	15			3
Corporate Valuation	BI417	IV-VI	30	15		15		3
Corporate Crisis	BI418	IV-VI	30	15			15	3
Business Creativity Module	BI419	IV-VI	30		15		15	3
Total Quality Management	BI420	IV-VI	30	15	15			3
Negotiations	BI421	IV-VI	30		15		15	3
Game Theory	BI422	IV-VI	15		15			2
Decision Analysis for Management	BI423	IV-VI	30	15	15			3



# Doctoral Studies in Economics, Management and Finance

## **Entry requirements**

Nostrified academic diploma

Official transcripts of records from university attended.

Two letters of recommendation. These should be written by professors familiar with the applicant's academic record.

#### **Duration**; start time

• Six semesters: October

## Language of instruction

• English

Tuition fees

- The registration fee: 200 Euro
- Semesters 1 and 2: 3 200 Euro per semester
- Semesters 3 and 4: 3 000 Euro per semester
- Semesters 5 and 6: 2 000 Euro per semester

## Program web page:

http://www.ue.wroc.pl/english/284/european\_doctoral\_program\_in\_economics\_management\_and\_finance.html

#### **Contact:**

Prof. Ryszard Kłeczek ryszard.kleczek@ue.wroc.pl

## Program of studies

## Semester 1

Research project in management, part 1: 10 hours

Financial Market: 10 hours Strategic management: 10 hours Economic analysis: 10 hours

Methodology of Experimental Economics: 10 hours

## Semester 2

Methodology of research in cost and management accounting: 10 hours

Research project in management, part 2: 10 hours

Methodology of Economic Sciences and Advanced Microeconomics: 10 hours

Managerial economics: 10 hours

Quantitative methods in management research, part 1: 10 hours

## Semester 3 (work on submitted doctoral dissertation proposal)

Quantitative methods in management research, part 2: 10 hours

Methodology of Economic Sciences and Advanced Microeconomics part 2: 10 hours

Advanced (individual) doctoral course (Quantitative methods in management research), part 1: 10 hours

Management: 10 hours
Doctoral seminar: 10 hours

### Semester 4 (work on submitted doctoral dissertation proposal)

Macroeconomics: 10 hours

Research project in marketing: 10 hours

Advanced (individual) doctoral course (Quantitative methods in management research), part 2: 10 hours

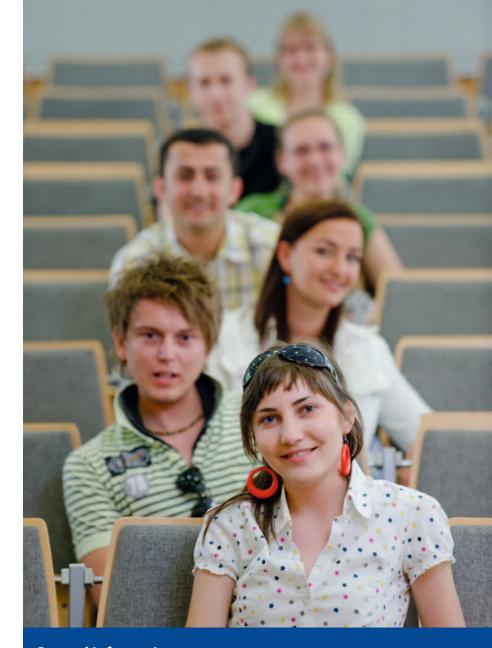
Doctoral seminar: 10 hours

## Semester 5 (work on submitted doctoral dissertation proposal)

Doctoral seminar: 10 hours

## Semester 6 (work on submitted doctoral dissertation proposal)

Doctoral seminar: 10 hours





## **General Information**

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## **International Relation Office**

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