

**Plan studiów**  
**Forma studiów: studia stacjonarne**  
**Kierunek: zarządzanie**  
**Poziom: studia pierwszego stopnia**  
**Profil: ogólnoakademicki**

| Lp. | Nazwa przedmiotu                                                                                                                | liczba godzin zajęć dydaktycznych wymagających bezpośredniego udziału nauczycieli akademickich i studentów | liczba godzin pracy własnej studenta | ECTS | ECTS praktyczny | ZjE  | Semestr I |     |      | Semestr II |     |      | Semestr III |     |      | Semestr IV |     |      | Semestr V |     |      | Semestr VI |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
|-----|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------------------------|------|-----------------|------|-----------|-----|------|------------|-----|------|-------------|-----|------|------------|-----|------|-----------|-----|------|------------|-----|------|----|----|------|--|--|--|----|----|---|--|--|--|--|--|--|
|     |                                                                                                                                 |                                                                                                            |                                      |      |                 |      | W         | C   | ECTS | W          | C   | ECTS | W           | C   | ECTS | W          | C   | ECTS | W         | C   | ECTS | W          | C   | ECTS | W  | C  | ECTS |  |  |  |    |    |   |  |  |  |  |  |  |
| A.  | PRZEDMIOTY PODSTAWOWE                                                                                                           | 210                                                                                                        | 90                                   | 11   | 5               |      | 45        | 60  | 6    | 0          | 30  | 1    | 0           | 30  | 1    | 0          | 45  | 3    | 0         | 0   | 0    | 0          | 0   | 0    |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 1   | Przedmiot ogólnounuczelniany (HIS) I (DO WYBORU*)                                                                               | 45                                                                                                         | 30                                   | 3    | 1               | ZO   | 30        | 15  | 3    |            |     |      |             |     |      |            |     |      |           |     |      |            |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 2   | Przedmiot ogólnounuczelniany (HIS) II (DO WYBORU*)                                                                              | 30                                                                                                         | 20                                   | 2    | 0               | ZO   | 15        | 15  | 2    |            |     |      |             |     |      |            |     |      |           |     |      |            |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 3   | Język obcy / Foreign language                                                                                                   | 120                                                                                                        | 30                                   | 5    | 4               | ZO,E |           | 30  | 1    |            | 30  | 1    |             | 30  | 1    |            | 30  | 2    |           |     |      |            |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 4   | Proseminarium / Proseminar                                                                                                      | 15                                                                                                         | 10                                   | 1    | 0               | ZO   |           |     |      |            |     |      |             |     |      |            | 15  | 1    |           |     |      |            |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| B.  | PRZEDMIOTY KIERUNKOWE                                                                                                           | 1485                                                                                                       | 1240                                 | 109  | 54              |      | 210       | 150 | 24   | 195        | 150 | 29   | 165         | 150 | 21   | 150        | 150 | 24   | 60        | 45  | 7    | 30         | 30  | 4    |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 5   | Podstawy psychologii konsumennej / Introduction to consumer psychology                                                          | 45                                                                                                         | 30                                   | 3    | 1               | ZO   | 30        | 15  | 3    |            |     |      |             |     |      |            |     |      |           |     |      | -prop      |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 6   | Podstawy zarządzania / Introduction to management                                                                               | 120                                                                                                        | 105                                  | 9    | 0               | ZO,E | 30        | 30  | 4    |            |     |      |             |     |      |            |     |      |           |     |      |            |     |      | 30 | 30 | 5    |  |  |  |    |    |   |  |  |  |  |  |  |
| 7   | Nauka o organizacji / Theory of organization                                                                                    | 120                                                                                                        | 105                                  | 9    | 0               | ZO,E | 30        | 30  | 4    |            |     |      |             |     |      |            |     |      |           |     |      |            |     |      | 30 | 30 | 5    |  |  |  |    |    |   |  |  |  |  |  |  |
| 8   | Mikroekonomia i podstawy makroekonomii / Microeconomics and introduction to macroeconomics                                      | 120                                                                                                        | 105                                  | 9    | 5               | ZO,E | 30        | 30  | 4    |            |     |      |             |     |      |            |     |      |           |     |      |            |     |      | 30 | 30 | 5    |  |  |  |    |    |   |  |  |  |  |  |  |
| 9   | Zastosowanie matematyki w zarządzaniu / Mathematics for business                                                                | 90                                                                                                         | 85                                   | 7    | 5               | ZO,E | 30        | 15  | 3    |            |     |      |             |     |      |            |     |      |           |     |      |            |     |      | 30 | 15 | 4    |  |  |  |    |    |   |  |  |  |  |  |  |
| 10  | Statystyka opisowa / Descriptive statistics                                                                                     | 90                                                                                                         | 85                                   | 7    | 4               | ZO,E | 30        | 15  | 3    |            |     |      |             |     |      |            |     |      |           |     |      |            |     |      | 30 | 15 | 4    |  |  |  |    |    |   |  |  |  |  |  |  |
| 11  | Podstawy prawa cywilnego z oceną własności intelektualnej / Basics of civil law and intellectual property                       | 75                                                                                                         | 75                                   | 6    | 0               | ZO,E | 30        | 15  | 3    |            |     |      |             |     |      |            |     |      |           |     |      |            |     |      | 15 | 15 | 3    |  |  |  |    |    |   |  |  |  |  |  |  |
| 12  | Podstawy logistyki / Introduction to logistics                                                                                  | 45                                                                                                         | 30                                   | 3    | 0               | ZO   |           |     |      | 30         | 15  | 3    |             |     |      |            |     |      |           |     |      |            |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 13  | Marketing i reklama z badaniami marketingowymi / Marketing and advertisement with marketing research                            | 120                                                                                                        | 105                                  | 9    | 5               | ZO,E |           |     |      | 30         | 30  | 4    |             |     |      |            |     |      |           |     |      |            |     |      | 30 | 30 | 5    |  |  |  |    |    |   |  |  |  |  |  |  |
| 14  | Ocena działalności finansowej przedsiębiorstwa / Assesment of corporate financial                                               | 120                                                                                                        | 105                                  | 9    | 7               | ZO,E |           |     |      | 30         | 30  | 4    |             |     |      |            |     |      |           |     |      |            |     |      | 30 | 30 | 5    |  |  |  |    |    |   |  |  |  |  |  |  |
| 15  | Rachunkowość biznesowa / Business accounting                                                                                    | 120                                                                                                        | 105                                  | 9    | 7               | ZO,E |           |     |      | 30         | 30  | 4    |             |     |      |            |     |      |           |     |      |            |     |      | 30 | 30 | 5    |  |  |  |    |    |   |  |  |  |  |  |  |
| 16  | Zarządzanie zasobami ludzkimi / Human Resources Management                                                                      | 90                                                                                                         | 85                                   | 7    | 4               | ZO,E |           |     |      | 30         | 15  | 3    |             |     |      |            |     |      |           |     |      |            |     |      | 30 | 15 | 4    |  |  |  |    |    |   |  |  |  |  |  |  |
| 17  | Kultura organizacyjna / Organization culture                                                                                    | 90                                                                                                         | 60                                   | 6    | 3               | ZO   |           |     |      |            |     |      | 30          | 15  | 3    | 30         | 15  | 3    |           |     |      |            |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 18  | Informatyka z technologiami i procesami informacyjnymi w zarządzaniu / IT, information technologies and processes in management | 75                                                                                                         | 50                                   | 5    | 5               | ZO   |           |     |      |            |     |      | 15          | 30  | 3    |            | 30  | 2    |           |     |      |            |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 19  | Zarządzanie projektami / Project management                                                                                     | 60                                                                                                         | 40                                   | 4    | 3               | ZO   |           |     |      |            |     |      |             |     |      |            |     |      |           |     |      |            |     |      | 30 | 30 | 4    |  |  |  |    |    |   |  |  |  |  |  |  |
| 20  | Zarządzanie jakością / Quality management                                                                                       | 60                                                                                                         | 40                                   | 4    | 3               | ZO   |           |     |      |            |     |      |             |     |      |            |     |      |           |     |      |            |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 21  | Public relations / Public relations                                                                                             | 45                                                                                                         | 30                                   | 3    | 2               | ZO   |           | 30  | 15   | 3          |     |      |             |     |      |            |     |      |           |     |      |            |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| C1. | PRZEDMIOTY W ZAKRESIE I *<br>Zarządzanie zasobami ludzkimi                                                                      | 480                                                                                                        | 430                                  | 36   | 18              |      | 0         | 0   | 0    | 0          | 0   | 0    | 60          | 60  | 8    | 15         | 30  | 3    | 45        | 105 | 11   | 60         | 105 | 14   |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 22  | Komunikowanie w organizacji i techniki negocjacyjne / Communication in organization and negotiation techniques                  | 60                                                                                                         | 40                                   | 4    | 2               | ZO   |           |     |      |            |     |      | 30          | 30  | 4    |            |     |      |           |     |      |            |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 23  | Zarządzanie zespołem w przedsiębiorstwie i kompetencje menagera / Team management and manager competence                        | 60                                                                                                         | 40                                   | 4    | 2               | ZO   |           |     |      |            |     |      | 15          | 15  | 2    |            |     |      |           |     |      |            |     |      | 15 | 15 | 2    |  |  |  |    |    |   |  |  |  |  |  |  |
| 24  | Zarządzanie talentami / Talents management                                                                                      | 45                                                                                                         | 30                                   | 3    | 2               | ZO   |           |     |      |            |     |      | 15          | 15  | 2    |            | 15  | 1    |           |     |      |            |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 25  | Zarządzanie kryzysowe i zarządzanie zmianą / Emergency management and change management                                         | 60                                                                                                         | 40                                   | 4    | 2               | ZO   |           |     |      |            |     |      |             |     |      |            |     |      | 15        | 15  | 2    | 15         | 15  | 2    |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 26  | Ubezpieczenia i polityka społeczna / Insurances and social policy                                                               | 45                                                                                                         | 30                                   | 3    | 0               | ZO   |           |     |      |            |     |      |             |     |      |            |     |      |           |     |      |            |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 27  | Controlling operacyjny i strategiczny / Operational and strategic controlling                                                   | 60                                                                                                         | 40                                   | 4    | 2               | ZO   |           |     |      |            |     |      |             |     |      |            |     |      | 30        | 30  | 4    |            |     |      |    |    |      |  |  |  |    |    |   |  |  |  |  |  |  |
| 28  | Etyka biznesu/ Business ethics                                                                                                  | 30                                                                                                         | 30                                   | 2    | 1               | ZO   |           |     |      |            |     |      |             |     |      |            |     |      |           |     |      |            |     |      |    |    |      |  |  |  | 15 | 15 | 2 |  |  |  |  |  |  |
| 29  | SEMINARIUM DYPLOMOWE / SEMINAR<br>(w tym przygotowanie pracy dyplomowej i prezentacji do egzaminu dyplomowego)                  | 120                                                                                                        | 180                                  | 12   | 7               | ZO   |           |     |      |            |     |      |             |     |      |            |     |      |           |     |      |            |     |      |    |    |      |  |  |  |    | 60 | 5 |  |  |  |  |  |  |



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| Przedmiot ogólnouczelniany (HIS) II | H |  |
|                                     |   |  |
|                                     | S |  |
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