



Lodz University
of Technology

Study programme

Faculty:	Faculty of Organization and Management
Major:	Business Studies (in English)
Level of study:	first-cycle programme (licencjat)
Form of study:	full-time studies
Academic year:	2026/27

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Basic information

Name of the field of study:	Business Studies (in English)
Level of study:	first-cycle programme (licencjat)
Study profile:	practical
Form of studies:	full-time studies
Duration of studies (number of semesters):	6
The number of ECTS points required to complete studies:	180
Total number of hours of classes:	2253
The number of ECTS points a student obtains as part of classes conducted with the direct participation of academic teachers or other persons conducting classes:	90
Professional title awarded to graduates:	licencjat
ISCED code:	0413
Language of study:	English

Assigning the course to the disciplines to which the learning outcomes relate

Discipline	Percentage share
Management science and quality	100%

Learning outcomes (in relation to the PQF)

No.	Learning outcome code	Learning Outcome Content	Reference to the universal characteristics of the first level of PRK	Reference to the second-level characteristics of the PRK, taking into account the second-level characteristics enabling the acquisition of engineering competences
1	1BUS1	Identifies key issues and contemporary theories in the field of management and quality sciences.	P6U_W	P6S_WG, P6S_WK
2	1BUS2	Is prepared to supplement and improve their acquired knowledge and skills, and to acquire new competences in line with market changes.	P6U_W, P6U_U	P6S_WG, P6S_UU
3	1BUS3	Analyses the impact of the socio-economic environment on the functioning of organisations in economic practice.	P6U_U	P6S_UW
4	1BUS4	Selects, evaluates the usefulness of, and applies financial analysis and statistical inference tools to decision-making.	P6U_U	P6S_UW
5	1BUS5	Identifies and assesses risks to employees and the environment and is able to counteract them.	P6U_U	P6S_UW
6	1BUS6	Identify product, process, marketing and organisational innovations and are prepared to set up start-ups.	P6U_U	P6S_UW, P6S_UO
7	1BUS7	Can communicate effectively in English at least at C1 level and in another foreign language at a selected level of proficiency.	P6U_U	P6S_UW, P6S_UK, P6S_UO, P6S_UU
8	1BUS8	Is able to think creatively within the discipline, critically analyse and evaluate the theories and propositions presented, and apply them in practice.	P6U_K	P6S_KK, P6S_KR
9	1BUS9	Is able to demonstrate competences essential for building awareness as a citizen of a knowledge-based society, including critically evaluating their knowledge and the content they receive, and working effectively in a team.	P6U_K	P6S_KK, P6S_KO, P6S_KR
10	1BUS10	Is prepared to take on challenges in a multicultural environment, demonstrating understanding and respect for diversity of beliefs.	P6U_K	P6S_KK, P6S_KO, P6S_KR

Matrix of course modules in relation to learning outcomes and curriculum content

No.	Course name	Program content	1BUS1	1BUS2	1BUS3	1BUS4	1BUS5	1BUS6	1BUS7	1BUS8	1BUS9	1BUS10
1	Information Technology	IT tools in business, process digitisation and automation, data work, basics of algorithmic thinking, use of AI tools, basics of cybersecurity and information protection.		x			x			x		
2	Economics for Managers	Micro- and macroeconomics for managerial decisions, supply and demand analysis, costs and market behaviour, impact of economic policy on business performance, interpretation of economic data.	x		x					x		
3	Fundamentals of Management	Core management functions: planning, organising, leading and controlling, decision-making, motivating and coordinating resources, the manager's role in an organisation.	x							x	x	
4	Fundamentals of Marketing	Marketing fundamentals: market analysis and research, segmentation and positioning, marketing strategy, marketing mix, integrated communication (including digital channels), marketing decision-making.	x		x			x				
5	Business Statistics	Descriptive statistics, correlation and regression for business data analysis, identifying relationships and patterns, diagnosing economic phenomena, supporting data-driven decisions.			x	x						
6	Study Skills for University	Effective learning, basic learning tools and techniques, principles of academic culture, concept and structure of the study programme, and teaching and research infrastructure of the field of study.		x							x	
7	C1 Strategic Communication in Business 1	Business English communication: vocabulary and grammar, business arguments and presentations, negotiations, data-driven recommendations, communication in international and intercultural contexts.							x			
8	C2 Strategic Communication in Business 1	Business English communication: vocabulary and grammar, business arguments and presentations, negotiations, data-driven recommendations, communication in international and intercultural contexts.							x			
9	Civic Knowledge and Engagement I	Social and civic competences, responsibility and empathy, cooperation and communication, activities supporting the academic and local community.		x							x	x
10	Fundamentals of Artificial Intelligence	Fundamentals of artificial intelligence, neural networks and deep learning, basics of Python programming, data preparation, building and training models, parameter selection, model evaluation.		x		x				x		
11	Business Finance and Accounting Fundamentals	Finance and accounting fundamentals, bookkeeping principles, financial statements and analysis, financial ratios, budgeting, profitability and liquidity assessment, financial decision-making.	x			x						
12	Managerial Skills	Teamwork, decision-making, motivation, communication, problem and conflict solving, exercises, simulations and case studies.							x	x	x	
13	Introduction to Law	Fundamentals of law and terminology, sources and structure of the legal system, main branches of law (civil, administrative, constitutional), law-making and application, basics of legal interpretation.			x		x					

No.	Course name	Program content	1BUS1	1BUS2	1BUS3	1BUS4	1BUS5	1BUS6	1BUS7	1BUS8	1BUS9	1BUS10
14	Project Management	Project management methods and techniques, defining objectives and an action plan, project scope, schedule and budget, risk management.	x			x					x	
15	C1 Strategic Communication in Business 2	Business English communication: vocabulary and grammar, business arguments and presentations, negotiations, data-driven recommendations, communication in international and intercultural contexts.							x			
16	C2 Strategic Communication in Business 2	Business English communication: vocabulary and grammar, business arguments and presentations, negotiations, data-driven recommendations, communication in international and intercultural contexts.							x			
17	Civic Knowledge and Engagement II	Social and civic competences, responsibility and empathy, cooperation and communication, activities supporting the academic and local community.		x							x	x
18	Interdisciplinary Problem-Based Learning Project	Implementation of a problem-based project during workshop classes. Teams of 4-5 people — students from different fields of study. Project topics — practical, not strictly related to a specific field of study. The classes develop students' soft skills (including creativity, teamwork, time management, problem solving) as well as the ability to use tools that support project work.		x						x	x	
19	Digital Business	Digital transformation of organisations, impact on business models and processes, use of data, automation and AI in decisions, online customer relations, user experience and digital communication, data security, ethical and legal aspects.			x	x	x	x				
20	Ethics, Responsibility and Social Sciences	Social sciences basics, functioning of groups and organisations, cooperation and social bonds, social problems and ways of addressing them, ethical dilemmas, responsibility of individuals and organisations.					x			x	x	x
21	Human Resources Management	HR planning and personnel policy, recruitment and selection, employee appraisal, training and development, HR performance indicators, legal aspects and occupational health and safety.	x				x				x	
22	Entrepreneurship and Start-Ups	Entrepreneurship and innovation, identifying market opportunities, designing value propositions and business models, teamwork on a venture concept, communication and pitching, impact of digital technologies on business, basics of commercialisation, simulation of starting and running a business.			x			x	x		x	
23	Fundamentals of Research in Management	Research methodology in management, research questions and hypotheses, selecting methods and techniques, literature review, qualitative and quantitative approaches, basics of data analysis, preparing a simple research project.		x		x			x	x		
24	German A2 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
25	German B1 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			

No.	Course name	Program content	1BUS1	1BUS2	1BUS3	1BUS4	1BUS5	1BUS6	1BUS7	1BUS8	1BUS9	1BUS10
26	German B2 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
27	Spanish A2 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
28	Spanish B1 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
29	Spanish B2 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
30	French A2 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
31	French B1 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
32	French B2 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
33	Italian A1 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
34	Italian A2 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
35	Polish A1 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
36	Polish A2 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
37	German A1 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
38	Spanish A1 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
39	French A1 block I	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			

No.	Course name	Program content	1BUS1	1BUS2	1BUS3	1BUS4	1BUS5	1BUS6	1BUS7	1BUS8	1BUS9	1BUS10
40	Civic Knowledge and Engagement III	Social and civic competences, responsibility and empathy, cooperation and communication, activities supporting the academic and local community.		x							x	x
41	Innovation, Intellectual Property and Commercialization	Innovation life cycle, intellectual property protection, technology commercialisation strategies, legal and ethical conditions of implementation, innovation portfolio management.			x		x	x		x		
42	Team Project	Team-based solving of business problems, problem identification and analysis, information search and critical evaluation of sources, communication and argumentation, working in a multicultural team, preparation for lifelong learning.		x					x		x	x
43	Internship I	Internship in an organisation: understanding how it operates, applying management knowledge, methods and tools of work, diagnosing and solving operational problems, process analysis with environmental context, developing communication, negotiation and teamwork.	x		x						x	
44	Brand Management	Brand management, brand value for customers and the organisation, positioning, brand identity and visual identity, brand communication, brand strategy, brand protection.	x					x	x			
45	Capstone Module	Analysing a business problem, integrating knowledge of management, finance, marketing and strategy, teamwork and decision-making with incomplete information, developing a solution, final report and presentation. Fundamentals of engineering graphics, documentation and engineering calculations.				x			x	x	x	
46	German A2 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
47	German B1 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
48	German B2 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
49	Spanish A2 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
50	Spanish B1 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
51	Spanish B2 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
52	French A2 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			

No.	Course name	Program content	1BUS1	1BUS2	1BUS3	1BUS4	1BUS5	1BUS6	1BUS7	1BUS8	1BUS9	1BUS10
53	French B1 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
54	French B2 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
55	Italian A1 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
56	Italian A2 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
57	German A1 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
58	Spanish A1 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
59	French A1 block II	Vocabulary and grammar at different levels, developing language skills, language for academic mobility, communication in an international environment.							x			
60	Mobility Semester	Study at a partner university according to an individual learning agreement, developing communication skills and individual interests.							x	x	x	x
61	Business Case Analysis	Identification and diagnosis of the problem, analysis of data and information from the environment, integration of management, marketing, finance and strategy perspectives, evaluation of options and risks, decision-making under conditions of incomplete information, teamwork, argumentation and presentation of recommendations, report and discussion of conclusions.			x	x	x				x	
62	Managing Technological Change	Identifying needs and objectives for change, assessing the impact of technology on strategy, processes and business model, planning and implementing change (stakeholders, communication, schedule, risks), managing resistance and organisational culture, preparing competencies and work organisation, measuring results and improving solutions, security, ethical and legal aspects.			x	x	x				x	
63	Diploma Thesis	Preparing a diploma thesis: solving a business problem, writing a report, presenting results and defending the thesis.		x					x	x		
64	Internship II	Internship in an organisation: understanding how it operates, applying management knowledge, methods and tools of work, diagnosing and solving operational problems, process analysis with environmental context, developing communication, negotiation and teamwork.	x		x						x	

No.	Course name	Program content	1BUS1	1BUS2	1BUS3	1BUS4	1BUS5	1BUS6	1BUS7	1BUS8	1BUS9	1BUS10
65	Final Project Seminar	Thesis seminar: rules of thesis writing, formal requirements, concept and structure, selecting methodology, planning the work, presentation and discussion.		x					x	x		

ECTS - subjects

No.	Course name	ECTS	Subjects in the field of humanities and social sciences	Elective subjects	Profile items	Classes in a foreign language
1	Information Technology	3			3	3
2	Economics for Managers	6				6
3	Fundamentals of Management	6				6
4	Fundamentals of Marketing	6				6
5	Business Statistics	5			5	5
6	Study Skills for University	1				1
7	C1 Strategic Communication in Business 1	3		3	3	3
8	C2 Strategic Communication in Business 1	3		3	3	3
9	Civic Knowledge and Engagement I	1				1
10	Fundamentals of Artificial Intelligence	5			5	5
11	Business Finance and Accounting Fundamentals	6			6	6
12	Managerial Skills	6			6	6
13	Introduction to Law	5				5
14	Project Management	5			5	5
15	C1 Strategic Communication in Business 2	2		2	2	2
16	C2 Strategic Communication in Business 2	2		2	2	2
17	Civic Knowledge and Engagement II	1				1
18	Interdisciplinary Problem-Based Learning Project	5			5	5
19	Digital Business	4			4	4
20	Ethics, Responsibility and Social Sciences	5	5			5
21	Human Resources Management	5				5

No.	Course name	ECTS	Subjects in the field of humanities and social sciences	Elective subjects	Profile items	Classes in a foreign language
22	Entrepreneurship and Start-Ups	5			5	5
23	Fundamentals of Research in Management	2				2
24	German A2 block I	3		3		3
25	German B1 block I	3		3		3
26	German B2 block I	3		3		3
27	Spanish A2 block I	3		3		3
28	Spanish B1 block I	3		3		3
29	Spanish B2 block I	3		3		3
30	French A2 block I	3		3		3
31	French B1 block I	3		3		3
32	French B2 block I	3		3		3
33	Italian A1 block I	3		3		3
34	Italian A2 block I	3		3		3
35	Polish A1 block II	6		6		6
36	Polish A2 block II	6		6		6
37	German A1 block I	3		3		3
38	Spanish A1 block I	3		3		3
39	French A1 block I	3		3		3
40	Civic Knowledge and Engagement III	1				1
41	Innovation, Intellectual Property and Commercialization	2			2	2
42	Team Project	6		6	6	6
43	Internship I	10			10	10

No.	Course name	ECTS	Subjects in the field of humanities and social sciences	Elective subjects	Profile items	Classes in a foreign language
44	Brand Management	2			2	2
45	Capstone Module	6		6	6	6
46	German A2 block II	3		3		3
47	German B1 block II	3		3		3
48	German B2 block II	3		3		3
49	Spanish A2 block II	3		3		3
50	Spanish B1 block II	3		3		3
51	Spanish B2 block II	3		3		3
52	French A2 block II	3		3		3
53	French B1 block II	3		3		3
54	French B2 block II	3		3		3
55	Italian A1 block II	3		3		3
56	Italian A2 block II	3		3		3
57	German A1 block II	3		3		3
58	Spanish A1 block II	3		3		3
59	French A1 block II	3		3		3
60	Mobility Semester	30		30		30
61	Business Case Analysis	3		3	3	3
62	Managing Technological Change	3		3	3	3
63	Diploma Thesis	10		10		10
64	Internship II	14			14	14
65	Final Project Seminar	3				3

ECTS indicators

Name	Value
The total number of ECTS credits that a student must obtain through elective courses (amounting to no less than 30% of the total ECTS credits required to obtain the qualification corresponding to the given level of study)	66/180 (36.67%)
The total number of ECTS credits to be earned by a student through courses in the fields of humanities or social sciences	5
The total number of ECTS credits that a student must obtain from courses developing practical skills, amounting to more than 50% of the total ECTS credits required to graduate from a given level of study	92/180 (51.11%)

Methods of verifying and assessing learning outcomes

The assessment of learning outcomes in the Business Studies program is carried out systematically, using a variety of assessment methods tailored to the different categories of outcomes: knowledge, skills and social competences. The assessment tools are tailored to the specific nature of the subject and the format of the classes, and the detailed assessment criteria are set out in the course descriptions (syllabuses) for each subject. In accordance with the template for the study program documentation, these arrangements form an integral part of the program documentation. A student's achievement of the required learning outcomes is assessed in particular on the basis of:

written work (exams, tests, reports, essays, projects, posters, dissertation),
oral presentations (oral tests, presentations, papers),
practical and project-based tasks (individual and group),
observation and assessment of participation during classes,
self-assessment and peer assessment (particularly in group projects),
a competency-based exam and a final exam.

Assessment may be formative (ongoing, repeated during classes, with feedback) or summative (final: pass/fail or examination). Results are reported in accordance with the grading scale specified in the TUL Study Regulations. Information on the method of assessment and evaluation of learning outcomes is communicated to students in a transparent and consistent manner:

for each course, the Course Description will specify: the assigned learning outcomes (knowledge/skills/social competences), indicators of their achievement, assessment methods and pass criteria,
in accordance with the rules in force at TUL, students receive full information on the requirements and assessment methods during the first class of a given course, in accordance with the Course Description.

The award of ECTS credits is conditional upon meeting the requirements specified in the course description (syllabus), regardless of the grade obtained. Due to the practical nature of the programs, the assessment of learning outcomes takes place both during classes at the University and in conditions similar to those of professional practice (including study visits, projects, work placements and dissertations). In programs with a practical focus, the emphasis on developing practical skills is a systemic requirement (generally accounting for over 50% of ECTS credits). In the context of the Business Studies program, particular importance is attached to methods that allow for the assessment of the competences outlined in the graduate profile, including: decision-making, financial and statistical analysis, the use of analytical tools (including elements of Business Intelligence), project work, communication and teamwork, as well as responsibility and ethics in business. An additional tool for verifying learning outcomes for the entire course of study is the competency-based examination held in the final semester. It is conducted in a format based on case study analysis and involves testing knowledge and skills in accordance with Bloom's taxonomy levels. The examination is conducted by a committee appointed by the relevant Vice-Dean for Student Affairs, and its result forms part of the final assessment.

Tulun University guidelines also state that the competency-based examination forms part of a seminar and assesses key competences for the degree program, and its mark is included in the final assessment of the degree. Upon passing all courses specified in the degree program and obtaining a pass mark in the competency-based examination, the student is entitled to proceed to the defense. The final examination and the dissertation constitute the final stage of verifying learning outcomes – the final result takes into account the mark for the preparation of the dissertation, its review and the conduct of the final examination. In accordance with university guidelines, the conditions for graduation include, amongst other things, the achievement of all intended learning outcomes, a minimum number of ECTS credits, as well as passing grades in: the competency exam, the thesis, and the final examination. The course coordinator, together with the teaching team, is responsible for the verification and assessment process within individual courses; these arrangements are consistently implemented throughout the entire course of study.

Professional internships

In the Business Studies program, the work placement is a compulsory module of the study cycle, included in the program schedule and described in the program documentation in the section on placements. In accordance with the university's guidelines, work placements are an element of the study program and are subject to the award of ECTS credits. The work placement lasts 6 months (spread across the 4th and 6th semesters of study), during which the student completes at least 90 hours of work at the placement venue, carrying out tasks agreed with the placement organizer. For completing and passing the work placement, the student is awarded 24 ECTS credits.

The placement is carried out primarily in conditions typical of professional practice, which is in line with the practical nature of the program. Suggested placement locations include, amongst others: service and manufacturing companies, public administration bodies, design and consultancy firms, R&D units, other business entities and non-governmental organizations (NGOs), wherever the practical application of knowledge and skills in the fields of management, finance/information and digital tools. Internships may be carried out remotely or in a hybrid format – only in justified circumstances and provided that specific organizational requirements are met and learning outcomes are ensured (regular contact with the workplace supervisor, an approved internship program, consent from the relevant authorities).

The placement is carried out on the basis of the document 'Notification of the placement location and program', approved by the Faculty Placement Supervisor, which specifies: the placement location, the scope of the intern's tasks and responsibilities, the duration, and the contact details of the Company Placement Supervisor (the person supervising the student at the host organization and issuing the final assessment). The Faculty Internship Supervisor is responsible for academic supervision, ensuring the internship aligns with the learning outcomes, and its assessment.

The objectives of the placement are set out in the placement program and include, amongst other things: gaining an understanding of how the organization operates; the practical application of subject-specific knowledge; and the development of skills in identifying and resolving organizational problems, process-based/project-based work, communication and teamwork. During the placement, students are required, amongst other things, to comply with the placement regulations, health and safety rules, the organization's procedures, and the principles of data protection, confidentiality and academic/professional ethics.

The basis for passing the placement is the achievement of all the intended learning outcomes assigned to the placement and the submission of complete documentation. Upon completion of the placement, the student prepares a written report describing the course of the placement, confirming the completion of the required topics and containing: an assessment of the placement issued by the Departmental Placement Supervisor and an assessment of the placement venue and conditions carried out by the student. On this basis, the Faculty Internship Supervisor assesses the extent to which the learning objectives and outcomes have been achieved and awards credit.

Characteristics of the course

Graduate profile

Graduates of the Business Studies program possess structured and interdisciplinary knowledge in the field of management and quality sciences, covering the fundamentals of management, economics and finance, enabling them to understand how organizations function and the interrelationships between a business, the market and the socio-economic environment, including in an international context. They are familiar with selected contemporary management concepts and theories, understand their significance and are able to apply them in decision-making processes and organizational development in the context of market volatility, technological progress and digitalization.

Graduates are able to analyze the impact of the economic, social and institutional environment on an organization's operations, identify decision-making issues and formulate conclusions to support managerial actions. They utilise basic methods of strategic and financial analysis, statistical inference and analytical tools, including elements of Business Intelligence, to monitor organizational performance, make forecasts and take data-driven decisions. They are equipped to critically assess data quality, select appropriate analytical tools and interpret the results obtained, taking into account the limitations of the methods used. Graduates possess the ability to identify product, process, marketing and organizational innovations, and to design concepts for business ventures, such as products, services or business models, taking into account the needs of stakeholders and market conditions. They are prepared to undertake entrepreneurial activities, including participation in the creation and development of start-ups. They understand the importance of risk management, corporate responsibility, ethics and data protection, and are able to identify risks to employees and the environment and propose measures to mitigate their effects. Graduates are able to present the results of analyses, projects and recommendations in the form of written reports and presentations, engage in substantive dialogue with stakeholders, and communicate in a foreign language at B2 level, using specialist business and management vocabulary. They are prepared for teamwork, including in a multicultural environment, and are able to collaborate with others, share tasks and constructively resolve problems arising in the course of achieving common goals.

Graduates demonstrate a readiness for continuous learning, independently supplementing and refining their acquired knowledge, and developing professional competencies in response to market and technological changes, including through the use of digital tools. They adopt a critical attitude towards their own knowledge and the content they receive, understand the need to seek expert advice in complex situations, and are aware of their role as a member of the knowledge society. Graduates of the Business Studies program are prepared to take up specialist and operational roles in businesses, public and non-governmental organizations, particularly in areas related to business and financial analysis, management, project and process management, business development and marketing, as well as to continue their education at postgraduate level.

The relationship between the field of study and the university's strategy

The Business Studies program has been designed to implement the key messages of the University of Technology, Łódź's Strategy for 2025-2030: building a sustainable research university that provides modern education and fosters local and global cooperation and innovation for the benefit of society and the economy. The strategy of the Lodz University of Technology adopts cooperation as its central theme, emphasizing its importance in all areas of development (including EDUCATION, STUDENTS, INTERNATIONALISATION, IMPACT, INNOVATION, SUSTAINABILITY, LEADERSHIP).

The Business Studies program, due to its business-oriented and interdisciplinary nature, is naturally geared towards developing broadly defined collaboration skills, as it is based on combining management perspectives with economics, finance and data analysis, as well as on learning to operate in relations with stakeholders (organizations, the market, the socio-economic environment, including the international context).

The University of Łódź's vision emphasizes a research-intensive university that develops talent, competencies and technologies, and acts as a valued partner for the economy and works for the benefit of society. The mission highlights the development of a sustainable research university, freedom of research and discussion, modern education, local and global cooperation, and innovation for the benefit of society and the economy. Business Studies supports the realization of these objectives by educating graduates who:

understands how organizations function and the relationships between business, the market and the socio-economic environment (including at an international level),

are able to make data-driven decisions (including the use of analytical and digital tools),

possess the skills to identify and design innovations and business ventures (products, services, business models), and understand the importance of ethics, corporate responsibility, data protection and risk (including environmental and occupational risks).

The key strategic areas and the way in which the Business Studies program contributes to their implementation are outlined below:

EDUCATION – the strategy involves developing an educational model that prepares graduates for the rapidly changing needs of the socio-economic environment, as well as, amongst other things, improving the teaching program and increasing students' participation in gaining practical experience outside the university. Business Studies addresses these objectives through its practical focus and emphasis on applied skills: financial analysis, statistical inference, working with data (BI), formulating conclusions to support managerial decisions, and the critical assessment of data quality and methodological limitations.

STUDENTS – the strategy describes TUL as a student-friendly university that provides the best possible study conditions, including support for students in developing the skills required by the labor market. The Business Studies program is focused on 'market-oriented skills': it combines business knowledge with analytical and project management skills, which enhances graduates' readiness to work in an organizational environment based on data and rapid decision-making.

INTERNATIONALISATION – the strategy aims to strengthen TUL's global reputation and advance internationalization in the areas of education and mobility. The Business Studies program pursues this objective through the distinctly international context of its learning outcomes (analysis of a company's relationship with its environment, including the international dimension) and by preparing students to operate within the realities of the global market.

IMPACT (Impact on the socio-economic environment) – the strategy emphasizes dialogue and cooperation with the wider community, as well as impact through research and education; it also highlights the development of lifelong learning (LLL) and activities for the benefit of society in cooperation with partners. Business Studies program – by preparing students to analyze organizational decision-making problems and design business solutions that take stakeholders' needs into account, it strengthens graduates' potential to work at the interface between business and the socio-economic environment, which directly supports the IMPACT area implemented through education.

INNOVATION (Innovation and Technology Transfer) – the strategy aims to increase synergies between science and business and to develop systemic support for the creation of innovative ideas, start-ups and modern forms of entrepreneurship. The graduate profile for Business Studies places particular emphasis on innovative and entrepreneurial competences: identifying innovations (in products, processes, marketing and organization), designing business ventures, and preparing to co-create and develop start-ups.

SUSTAINABILITY – the strategy sets out objectives related to incorporating sustainable development goals into the University's activities and supporting research and initiatives that contribute to achieving these goals. Business Studies supports this focus through its competencies: graduates understand the importance of corporate responsibility and ethics, risk management, and are able to identify threats to employees and the environment and propose measures to mitigate their effects.

LEADERSHIP (Management and Organizational Culture) – the strategy emphasizes building a sense of belonging and a cohesive organizational culture, as well as the integration of the University community. The Business Studies program – through its emphasis on understanding organizations and decision-making processes, as well as a conscious approach to responsibility, ethics and data protection – prepares students to fulfil professional roles with maturity and to participate in an organizational culture based on trust and responsibility.

In summary, the modernized Business Studies program is consistent with the TUL Strategy 2025–2030 both at a general level (mission: modern education, cooperation, innovation, sustainable development) and at an operational level, through the development of graduates' competences directly corresponding to the above areas.

Educational objectives and employment and continuing education opportunities

The first-cycle degree program in Business Studies is designed to prepare graduates to perform specialist and operational tasks in modern organizations, particularly in areas requiring a combination of managerial skills with data analytics and an understanding of market conditions. Graduates possess interdisciplinary knowledge in the fields of management and quality sciences, economics and finance, and understand how organizations function within a socio-economic environment, including at an international level.

The educational objectives are achieved through the attainment of the intended learning outcomes (including, amongst others):

subject-specific knowledge: an understanding of contemporary management concepts and theories, and the organization-market-environment relationship;

analytical skills: the ability to use financial analysis methods and statistical inference, as well as analytical tools (including elements of Business Intelligence) to support data-driven decision-making;

project and digital skills: solving business problems in a project-based format, including the use of digital technologies;

entrepreneurship and innovation: identifying innovations and designing business concepts (products/services/business models), including a willingness to co-found start-ups;
responsibility, ethics and risk management: understanding business responsibility, ethical principles and data protection, and identifying risks to employees and the environment;
communication (including in a foreign language), teamwork and functioning in a multicultural environment, and a commitment to lifelong learning.

Within the program structure, these objectives are reinforced by a curriculum that builds from the foundations (including the fundamentals of management, economics and finance, statistics, and information technology), through the digital and project-based components (including the fundamentals of AI, digital business, project management, team projects and a summative module), to elements of professional practice (work placements, work experience and a dissertation seminar) and the opportunity to internationalize the pathway (mobile semester). At the same time, the program is designed in accordance with the university's requirements regarding the alignment of learning outcomes with the needs of the labor market and the views of stakeholders. Graduates are prepared to take up employment in businesses, public and non-governmental organizations, in specialist and operational roles, particularly where managerial decisions require support through data analysis, project work and an understanding of business process. Typical areas of employment include, in particular: business and financial analysis, project and process management, business development and marketing.

The program also provides a solid foundation for further study at postgraduate level (in fields related to management, business, finance, analytics and related areas), as well as for undertaking informal learning (courses and certifications). Graduates possess communication skills, including proficiency in a foreign language at B2 level with specialist vocabulary, which supports both academic mobility and studying in an international environment.

Description of the process and outcome of consultations on the proposed study program with the socio-economic environment

During the work on modernizing the Business Studies program, consultations were held with the socio-economic environment, the aim of which was to confirm the relevance of the educational concept, the adequacy of the learning outcomes and the alignment of the program structure with the needs of the labor market, particularly in the areas of digital transformation, data analytics, project work and future-oriented skills. The reference points for the consultations were: the draft learning outcomes, the graduate profile, and the proposed organization of education within the practical profile, which assumes a strong component of application and verification of competences in project-based tasks.

Consultation process. An opinion on the study program was sought from representatives of the Business Council of the Faculty of Organization and Management at the Lodz University of Technology. The consultations were qualitative in nature and included a presentation of the program's objectives and the graduate competency profile, an analysis of the alignment of the program with the requirements of entry-level business roles (analytical, operational and project-based roles), the collection of comments on key program elements (the range of analytical tools, the scope of digital and 'soft' skills, the practicality of teaching methods), and the verification of the program's alignment with labor market trends identified in industry reports, including the World Economic Forum's 'The Future of Jobs Report 2025'. Representatives of the Business Council gave the program a positive assessment, describing it as coherent and responsive to the needs of the labor market, particularly in terms of the interdisciplinary preparation of graduates for work in a dynamic, digital and international environment. The program's focus on the following aspects was particularly highly rated:

During the consultation, recommendations for improvement were also formulated, aimed at further strengthening: practical analytical and decision-making tasks and project work; the digital skills component related to AI and cybersecurity; and the fostering of lifelong learning attitudes and adaptability, which are critical given the rapid pace of change in labor market skills. The Business Studies program was consulted on and approved by the Business Council. The results of the consultation were used to refine the program's competence focus (particularly in the areas of data analytics/BI, digital competences and project work) and to strengthen the clear link between learning outcomes and the requirements of the modern labor market, in line with the logic of practice-oriented studies.

Description of competencies expected from a candidate applying for admission to studies

Candidates applying for admission to the first-cycle Business Studies program should have an aptitude for study in the social and economic sciences and a willingness to study within a strongly practical framework, based on projects, case studies, teamwork and presentations (practical profile). In particular, candidates are expected to have an interest in the functioning of organizations and markets (including from an international perspective) and a willingness to develop analytical and digital skills that support business decision-making, including data-driven decision-making (e.g. financial analysis, statistical inference, elements of Business Intelligence). In particular, candidates are expected to have:

basic mathematical and analytical skills, enabling the study of quantitative and analytical subjects;

basic digital literacy (proficiency in using IT tools, working with data and documents), as well as an openness to learning tools that support analysis and project work;

knowledge of a modern foreign language and a willingness to achieve at least B2 level during the course of study (a requirement of the learning outcomes and language teaching organization);

logical thinking and problem-solving skills, including the critical evaluation of information;

communication skills (spoken and written), a willingness to prepare reports and presentations, and to engage in substantive dialogue with stakeholders;

willingness to work independently and in a team, including in a multicultural environment (task sharing, shared responsibility for results, constructive conflict resolution);

an interest in economics, finance and entrepreneurship, including an openness to developing project ideas and initiatives (e.g. concepts for products, services or business models);

self-discipline and a systematic approach, including a willingness to engage in lifelong learning and to update knowledge in line with market and technological changes;

responsible and ethical attitudes, sensitivity to issues of corporate responsibility, data protection and risk.

The basis for admission is the results of the school-leaving examination in the subjects specified in the admission rules in force at the Lodz University of Technology.

The unit organizing education

Faculty of Organization and Management/CKM

Education program

Semester 1

Course	Number of hours	ECTS points	Form of verification	Obligatory
Information Technology	Laboratory classes: 45	3	Graded assignment	Obligatory
Economics for Managers	Tutorials: 60 Lecture: 30	6	Exam	Obligatory
Fundamentals of Management	Tutorials: 60 Lecture: 30	6	Exam	Obligatory
Fundamentals of Marketing	Tutorials: 60 Lecture: 30	6	Exam	Obligatory
Business Statistics	Laboratory classes: 30 Lecture: 15	5	Graded assignment	Obligatory
Study Skills for University	Tutorials: 30	1	Graded assignment	Obligatory
Strategic Communication in Business 1		3	Graded assignment	Obligatory group
C1 Strategic Communication in Business 1	Tutorials: 60	3	Graded assignment	Optional
C2 Strategic Communication in Business 1	Tutorials: 60	3	Graded assignment	Optional
Sum	450	30		

Semester 2

Course	Number of hours	ECTS points	Form of verification	Obligatory
Civic Knowledge and Engagement I	Seminar: 3 Lecture: 3	1	Graded assignment	Obligatory
Fundamentals of Artificial Intelligence	Tutorials: 60 Lecture: 15	5	Graded assignment	Obligatory

Course	Number of hours	ECTS points	Form of verification	Obligatory
Business Finance and Accounting Fundamentals	Tutorials: 60 Lecture: 45	6	Exam	Obligatory
Managerial Skills	Tutorials: 60 Lecture: 30	6	Exam	Obligatory
Introduction to Law	Lecture: 45	5	Graded assignment	Obligatory
Project Management	Tutorials: 30 Lecture: 30	5	Graded assignment	Obligatory
Strategic Communication in Business 2		2	Exam	Obligatory group
C1 Strategic Communication in Business 2	Tutorials: 30	2	Exam	Optional
C2 Strategic Communication in Business 2	Tutorials: 30	2	Exam	Optional
Physical Education 1	Tutorials: 30	0	Pass	Obligatory
Sum	441	30		

Semester 3

Course	Number of hours	ECTS points	Form of verification	Obligatory
Civic Knowledge and Engagement II	Seminar: 3 Lecture: 3	1	Graded assignment	Obligatory
Interdisciplinary Problem-Based Learning Project	Project work: 30	5	Graded assignment	Obligatory
Digital Business	Laboratory classes: 30 Lecture: 30	4	Graded assignment	Obligatory
Ethics, Responsibility and Social Sciences	Tutorials: 45 Lecture: 30	5	Graded assignment	Obligatory
Human Resources Management	Tutorials: 30 Lecture: 30	5	Exam	Obligatory
Entrepreneurship and Start-Ups	Tutorials: 60 Lecture: 30	5	Exam	Obligatory

Course	Number of hours	ECTS points	Form of verification	Obligatory
Fundamentals of Research in Management	Lecture: 30	2	Graded assignment	Obligatory
Foreign Language Block I		3	Graded assignment	Obligatory group
The student chooses one module from the group.				
German A2 block I	Tutorials: 60	3	Graded assignment	Optional
German B1 block I	Tutorials: 60	3	Graded assignment	Optional
German B2 block I	Tutorials: 60	3	Graded assignment	Optional
Spanish A2 block I	Tutorials: 60	3	Graded assignment	Optional
Spanish B1 block I	Tutorials: 60	3	Graded assignment	Optional
Spanish B2 block I	Tutorials: 60	3	Graded assignment	Optional
French A2 block I	Tutorials: 60	3	Graded assignment	Optional
French B1 block I	Tutorials: 60	3	Graded assignment	Optional
French B2 block I	Tutorials: 60	3	Graded assignment	Optional
Italian A1 block I	Tutorials: 60	3	Graded assignment	Optional
Italian A2 block I	Tutorials: 60	3	Graded assignment	Optional
Polish A1 block II	Tutorials: 60	3	Graded assignment	Optional
Polish A2 block II	Tutorials: 60	3	Graded assignment	Optional
German A1 block I	Tutorials: 60	3	Graded assignment	Optional
Spanish A1 block I	Tutorials: 60	3	Graded assignment	Optional
French A1 block I	Tutorials: 60	3	Graded assignment	Optional
Physical Education 2	Tutorials: 30	0	Pass	Obligatory
Sum	441	30		

Semester 4

Course	Number of hours	ECTS points	Form of verification	Obligatory
Civic Knowledge and Engagement III	Seminar: 3 Lecture: 3	1	Graded assignment	Obligatory
Innovation, Intellectual Property and Commercialization	Tutorials: 30 Lecture: 30	2	Graded assignment	Obligatory
Team Project	Project work: 40	6	Graded assignment	Obligatory subjects to choose from
Internship I	Internship: 0	10	Pass	Obligatory
Brand Management	Tutorials: 30 Lecture: 30	2	Graded assignment	Obligatory
Capstone Module	Project work: 90	6	Graded assignment	Obligatory subjects to choose from
Foreign Language Block II		3	Graded assignment	Obligatory group
The student chooses one module from the group.				
German A2 block II	Tutorials: 60	3	Graded assignment	Optional
German B1 block II	Tutorials: 60	3	Graded assignment	Optional
German B2 block II	Tutorials: 60	3	Graded assignment	Optional
Spanish A2 block II	Tutorials: 60	3	Graded assignment	Optional
Spanish B1 block II	Tutorials: 60	3	Graded assignment	Optional
Spanish B2 block II	Tutorials: 60	3	Graded assignment	Optional
French A2 block II	Tutorials: 60	3	Graded assignment	Optional
French B1 block II	Tutorials: 60	3	Graded assignment	Optional
French B2 block II	Tutorials: 60	3	Graded assignment	Optional
Italian A1 block II	Tutorials: 60	3	Graded assignment	Optional

Course	Number of hours	ECTS points	Form of verification	Obligatory
Italian A2 block II	Tutorials: 60	3	Graded assignment	Optional
Polish A1 block II	Tutorials: 60	3	Graded assignment	Optional
Polish A2 block II	Tutorials: 60	3	Graded assignment	Optional
German A1 block II	Tutorials: 60	3	Graded assignment	Optional
Spanish A1 block II	Tutorials: 60	3	Graded assignment	Optional
French A1 block II	Tutorials: 60	3	Graded assignment	Optional
Physical Education 3	Tutorials: 30	0	Pass	Obligatory
Sum	346	30		

Semester 5

Study at a partner university according to an individual learning agreement, developing communication skills and individual interests.

Course	Number of hours	ECTS points	Form of verification	Obligatory
Mobility Semester	Total number of contact hours: 375	30	Graded assignment	Obligatory subjects to choose from
Sum	375	30		

Semester 6

Course	Number of hours	ECTS points	Form of verification	Obligatory
Elective Course 1		3	Graded assignment	Obligatory group
Business Case Analysis	Tutorials: 60 Lecture: 30	3	Graded assignment	Optional

Course	Number of hours	ECTS points	Form of verification	Obligatory
Managing Technological Change	Tutorials: 60 Lecture: 30	3	Graded assignment	Optional
Diploma Thesis	Diploma Thesis: 0	10	Pass	Obligatory subjects to choose from
Internship II	Internship: 0	14	Pass	Obligatory
Final Project Seminar	Seminar: 10	3	Graded assignment + exam	Obligatory
Sum	100	30		