



WSEI University

MASTER OF BUSINESS ADMINISTRATION



INNOVATIVE EDUCATION
AND MODERN OFFER



MBA MANAGEMENT STUDIES

The university, by focusing on innovation, practical teaching and cooperation with the socio-economic environment, has launched MBA management studies in three specialist areas:

- **MBA in Healthcare**
- **MBA in Innovative Enterprise Management**
- **MBA in Public and Community Management**

Location:
Lublin or Warsaw

Language:
Polish or English

Teaching mode:
hybrid 50/50 or 100% online



MBA IN HEALTHCARE

is a dedicated two-semester Master of Business Administration (MBA) **program for management staff in the health care sector** (with at least one year of experience in a managerial and/or specialist position).

SPECIALIZATION: Healthcare Management

- Economics of healthcare in Poland and the European Union
- Public health and health policy
- Standards and quality in health care
- Business process management in health care
- New technologies in medicine, e-health
- Legal aspects of the functioning of medical entities
- Finance and accounting in health care

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FRAMEWORK PROGRAMME OF STUDY

- Introduction to MBA studies
- Research methods for managers
- Diploma seminar (diploma thesis)

Postgraduate Education Centre

ul. Projektowa 4, 20-209 Lublin

Candidates are admitted on a first come, first serve basis.

MODULE I: Methodology of MBA postgraduate studies

- Marketing in health care
- Clinical tests. Medical technology assessment
- Strategic management in a medical entity
- Quality management

MODULE II: Contemporary management practices

- Financial management in a medical entity
- Internal budgeting
- Project management

MODULE III: Quantitative management methods

- Human resource management in health care
- Shift management
- Leadership

MODULE IV: Human Resource Management

- Corporate supervision
- Commercial and company law
- Business ethics and sustainable development

MODULE V: Ethical management

- Economics of health care in Poland and the European Union
- Public health and health policy
- Standards and quality in health care
- Business process management in healthcare
- New technologies in medicine, e-health
- Legal aspects of the functioning of medical entities
- Finance and accounting in health care



MBA IN INNOVATIVE ENTERPRISE MANAGEMENT

MBA in Innovative Enterprise Management is a dedicated two-semester study: Master of Business Administration (MBA) is **designed for managerial staff in private and public enterprises** (with at least one year of experience as a manager or specialist).

Graduates of the course acquire a formal qualification required to sit on the managerial boards of state companies (Article 19(1)(1)(c) of the Act of 16 December 2016 on the principles of state property management (Journal of Laws of 2018, item 1182).

SPECIALIZATION: Innovative Enterprise Management

- Innovative management methods
- Talent and team management
- Sales and distribution management
- Process management
- Data management and the decision process
- Digital economy and e-business
- Business financing



MBA IN PUBLIC AND COMMUNITY MANAGEMENT

MBA in Public and Community Management is a dedicated two-semester Master of Business Administration (MBA) **program for the current students and future managers of public and local government enterprises and other public sector units and institutions** (with a minimum of one year experience in a managerial or specialist position).

Graduates of the studies acquire the formal qualification required to work at the managerial boards of state companies (Article 19(1)(1)(c) of the Act of 16 December 2016 on the principles of state property management (Journal of Laws of 2018, item 1182).

SPECIALIZATION: Public and Community Management

- City development trends - cities of the future
- Promotion of cities and regions
- Ownership supervision in the sector of public companies
- Public finance and financial engineering
- Concepts and strategies of public management
- Theory and practice of local government in Poland
- Public procurement and risk management

STUDY PROGRAMME:

- Introduction to MBA studies
- Research methods for managers
- Marketing and brand management
- Innovation management
- Strategic management
- Quality management
- Business finance
- Managerial accounting
- Project management
- Organizational behavior and human resources management
- Change management
- Leadership
- Corporate governance
- Commercial and company law
- Business Ethics and sustainable development
- Seminar

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