STUDY PROGRAMME

Faculty: **Faculty of Management, University of Lodz**
Field of study: **Business and Digital Analytics**
Profile: **Academic**
Level of qualifications: **Master (2nd-cycle studies)**
Mode of studies: **Full-time**
Number of specialisations: **-**
As of: **2022**

Year	Semester	Course	Programme details										
			CODE	Number of hours								Exam / Assessment after semester	ECTS
				Lecture	Monographic Lecture	Laboratory Practice Class	Foreign Language Class	IT Laboratory	Master Seminar	Elective Course	Total		
				W	WM	C	L	LI	SM				
I	1	Accounting and Finance Management	0800-DAFZAK	15		26					41	Exam	**7**
	1	Applied Statistics	0800-DASZAK	10				24			34	Exam	**7**
	1	Art of Business Decisions Making	0800-DABZAK	25							25	Assessment	**3**
	1	Digital Applications for Business	0800-DDAZAK					25			25	Assessment	**6**
	1	Logic Critical Thinking	0800-DLCZAK		20						20	Assessment	**5**
	1	Organizational Behaviour	0800-DOBZAK	25							25	Assessment	**3**
		after the 1st semester:								**hours:**	**170**	**ECTS:**	**31**
I	2	Company Performance and Business Health Metrics	0800-DCBZAK	10		19					29	Assessment	**5**
	2	Content and Community Management Analytics	0800-DCCZAK			15					15	Assessment	**3**
	2	Managerial Economics and Evidence Based Management	0800-DMEZAK	33							33	Exam	**4**
	2	Master Seminar - semester 2	0800-_S0ZAK						9		9	Assessment	**6**
	2	Qualitative Research Methods and Analysis	0800-DQRZAK			20					20	Exam	**4**
	2	Quantitative Research Methods and Analysis	0800-DQMZAK	30							30	Exam	**4**
	2	Foregin Language					50				50	Assessment	**4**
		after the 2nd semester:								**hours:**	**186**	**ECTS:**	**30**
II	3	Capstone Project	0800-DCPZAK			30					30	Assessment	**6**
	3	Customer, Operations and People Analytics	0800-DCOZAK	25							25	Assessment	**3**
	3	Digital Business Models	0800-DDBZAK	25							25	Exam	**3**
	3	Google Analytics	0800-DGAZAK			15					15	Assessment	**3**
	3	Master Seminar - semester 3	0800-_S1ZAK						25		25	Assessment	**8**
	3	Web, Social Media and E-Commerce Analytics	0800-DWSZAK			20					20	Assessment	**4**
	3	Foregin Language					25				25	Exam	**3**
		after the 3rd semester:								**hours:**	**165**	**ECTS:**	**30**
II	4	Business Communication, Reporting and Data Visualization	0800-DBCZAK	8		15					23	Assessment	**4**
	4	Master Seminar - semester 4	0800-_S2ZAK						25		25	Exam	**12**
	4	Elective Course (External)		20		18					38	Assessment	**6**
	4	Elective Course (Internal)						38			38	Assessment	**9**
		after the 4th semester:								**hours:**	**124**	**ECTS:**	**31**
										hours:	**645**	**ECTS:**	**122**

The student is also obliged to go through the Health and Safety and Firefighting training as well as a training regarding intellectual property and copyrights (e-learning)