

**STUDY PROGRAMME**

Faculty:

Field of study:

Profile:

Level of qualifications:

Mode of studies:

Number of specialisations:

As of:

**Faculty of Management, University of Lodz**

**Business and Digital Analytics**

**Academic**

**Master (2nd-cycle studies)**

**Full-time**

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**2022**

Year	Semester	Course	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
			<b>after the 1st semester:</b>								<b>hours: 170</b>		<b>ECTS: 31</b>
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
		<b>after the 2nd semester:</b>								<b>hours: 186</b>		<b>ECTS: 30</b>	
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-DBBZAK	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
		<b>after the 3rd semester:</b>								<b>hours: 165</b>		<b>ECTS: 30</b>	
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
		<b>after the 4th semester:</b>								<b>hours: 124</b>		<b>ECTS: 31</b>	
										<b>hours: 645</b>		<b>ECTS: 122</b>	

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)