

POZNAŃ UNIVERSITY
OF ECONOMICS
AND BUSINESS

FUTURE-ORIENTED

Bachelor's degree
Admissions for the **2026/2027** academic year


ue.poznan.pl/en

Dear secondary school graduates,

You are about to embark on a journey full of challenges and hard work, but also exciting experiences and memorable moments. Soon, you will need to decide where and what to study. As a graduate of the Poznań University of Economics and Business, I encourage you to consider applying to my alma mater. If you are dreaming of a degree that will equip you with specialist knowledge of economics, finance and management, develop your professional skills and build your social competencies, then the Poznań University of Economics and Business (PUEB) is an excellent choice.

PUEB thoroughly prepares students for the rapidly changing labour market. Our priority is to offer students a high standard of education and opportunities for all-round development. We provide programmes in Polish and English, opportunities for study abroad and access to modern laboratories. The University runs five English-taught programmes, and in addition, around 130 students from 20 countries come to us each year under the Erasmus+ scheme. Studying at PUEB is therefore an opportunity to gain knowledge while broadening your horizons through international experiences, whether by studying abroad, learning in multicultural groups, or collaborating with students from other countries. The experience of working with peers from different cultures cannot be overstated, as such environments are increasingly common in today's workplace. Our University is home to 8 active student organisations and 54 student research clubs. The Student Parliament and the Independent Students' Association also play an active role in student life.

The Poznań University of Economics and Business is one of the leading business schools in Poland. Employers highly value the quality of education we provide, and we receive several thousand job offers each year for our students and graduates.

Our lecturers excel at combining academic knowledge with practical experience. We also offer courses and modules taught by professionals from the business world. Both in lectures and in classes, our teaching staff address real-life challenges and solutions, using modern teaching methods and drawing on case studies. We are committed to supporting the individual development of our students' interests, by offering a wide range of elective subjects and opportunities to refine their skills through participation research clubs. We also make it possible for students to obtain language and business certificates.

By enrolling at the Poznań University of Economics and Business, you gain access to 100 years of academic experience. PUEB is a place where modernity meets tradition. Please remember that pursuing a degree is an investment in your future, and studying at PUEB is a truly worthwhile choice that will pay off.

I look forward to welcoming you to Poznań University of Economics and Business.



THE RECTOR



prof. dr hab. Barbara Jankowska
(PUEB graduate)

100 years of research, entrepreneurship and social engagement

In 2026, we are celebrating the 100th anniversary of our University. It is a significant milestone, reflecting our long-standing legacy and a century of accomplishments in education and cutting-edge research.

For 100 years, we have been developing and imparting knowledge while building our students' skills. We are a vast and diverse community – staff, students, graduates and partners. The strength and potential of this community is what drives us to reach ever higher and turn our ambitions into reality.



Poznań University of Economics and Business

Awards and accreditations

AACSB ACCREDITED

gold standard of business education

CFA Institute University Affiliation Program

International accreditation for the Finance programme

HR EXCELLENCE IN RESEARCH

European Commission label for promoting a supportive career development environment

CEPI

International accreditation for the Investment and Real Estate Management specialisation

OBSIS IMPACT | EFMD GLOBAL | FNEGE

Business School Impact System international certificate

ACCREDITED PROGRAMME ACCA

accreditation for students of the ACCA Accounting and Financial Management specialisation

CERTIFICATE

an anti-discrimination initiative promoting diversity

CIMA University Partner

certificate for students of the Corporate Finance and Accounting specialisation

IQA CEEMAN

accreditation confirming the highest quality of programmes

ASSOCIATION OF MBAS ACCREDITED

MBA programme accreditation

About the University

The Poznań University of Economics and Business is one of the oldest and most prestigious business universities in Poland. Since 1926, we have continuously developed our academic programmes and maintained high research standards. We lead numerous expert teams and spearhead innovative projects. The consistently high quality of our education enables our students and graduates to meet the challenges of a dynamic labour market successfully. The innovative nature of our research and teaching is reflected in rankings and the achievements of our academic community.

We combine our commitment to excellence in teaching with the development of international partnerships and strong links to business practice.

MISSION OF THE POZNAŃ UNIVERSITY OF ECONOMICS AND BUSINESS:

Our mission is to drive social responsibility by developing future-oriented knowledge, attitudes and transversal competencies, while supporting our communities in co-creating a sustainable and innovative economy.

We are guided by the following VALUES we adhere to in our day-to-day operations:

- We are COMPETENT and RELIABLE partners to businesses, public administration, and NGOs,
- We are OPEN to others and to the changing world,
- We are RESPONSIBLE for the quality of education, research, and our environment, in accordance with the principles of sustainable development,
- We are BOLD in our thinking and ETHICAL in our actions, pushing the boundaries of knowledge, unlocking human potential, helping build a prosperous society and contributing to the common good.





Why study at PUEB?

- A university consistently ranked among the very best, with international accreditations confirming the high academic quality of its education.
- Practical curricula focused on the knowledge and skills needed to succeed in business.
- Passionate lecturers, plenty of projects and classes with business professionals.
- Personalised support for everyone – dozens of research clubs and student organisations, as well as sports clubs, including tennis, volleyball and basketball.
- Study abroad programmes at universities in Europe, America and Asia.
- World-class research laboratories – AI, neuromarketing, business games, stock market transaction simulations, and financial software.
- You can study in Polish or English, full-time or part-time (weekend format).
- Extensive scholarship schemes and modern halls of residence.
- Comfortable lecture halls and leisure areas with beanbags and charging points. .
- A central location in Poznań – close to iconic pubs, cafés and cultural venues!

Bringing theory and practice together

The PUEB Partner Club –
consists of reputable companies and leading employers collaborating with the University. Local and international firms use the University's research expertise in their operations, seek future employees among students and graduates, and attend important academic and career events at the University. The involvement of companies from the PUEB Partner Club is also physically visible on campus, in the student chill-out zones.

The PUEB Careers and Alumni Office –
is a place where students and graduates can reflect on their educational and career paths, discover their professional strengths, explore their employment potential, and prepare to enter the labour market. Every year, the Office provides students with over 2,500 job and internship offers, and also organises meetings with employers.

JOB SPOT –
the PUEB job fair is one of the largest and most important events aimed at the academic community. Every year, this event brings together dozens of companies with potential employees. It is the best opportunity to reach our University's students directly and to match employers' requirements with employees' expectations.





Academic programmes

Bachelor's degree
Admissions for the **2026/2027** academic year

Programmes in economics

Economics

Do you dream of a degree programme that will help you understand economic phenomena and learn to predict their consequences, so that you can develop effective competitive strategies for a company and come up with solutions that ensure its market success? Are you interested in managing people, or working in PR agencies and the media? We have the right programme for you! During your studies in economics, you will gain in-depth knowledge, practical skills and a wide scope of social competencies. The high qualifications of economics graduates have been valued by employers for years. Graduates have a wide range of employment opportunities.

Key features:

- a degree enabling a professional career across a wide range of professions and job roles,
- the programme offers five diverse specialisation programmes.

Career prospects:

managers, economic analysts, economic advisers, specialists in economic departments, specialists in EU funding, market analysis and human resources in private companies, local and central government bodies, EU institutions, and business owners.

Legal and economic studies

Are you interested in law and economics? Combine these two fields and choose the programme run jointly with Adam Mickiewicz University in Poznań. Become a highly regarded specialist with legal expertise, backed by solid economic knowledge.

What will set you apart?

- innovative, interdisciplinary nature,
- a curriculum facilitating an understanding of processes within the legal and economic environment, enabling effective action in the changing and demanding world of business.

Career prospects:

operational, analytical and managerial positions in the private and public sectors, in legal practices, and in domestic and international organisations and institutions.

Economics of Social Well-being

Social Welfare Economics is a degree programme for those who wish to develop an understanding of how to improve the quality of life within society, organisations and business. If you are interested in economics, data analysis and modern approaches to human behaviour and the way organisations operate, this is the place for you.

During your studies, you will acquire economic, social and managerial knowledge, as well as soft skills, language skills, and analytical and research skills, whilst developing strong practical competencies: problem diagnosis, change design, securing funding (including EU funds), project management, evaluation, accountability, and reporting results. You will learn to apply knowledge of social behaviour, create data-driven innovations, and work effectively in a team.

The programme is distinguished by:

- Interdisciplinarity – sound, broad knowledge of economics, social science, management and analytics;
- A practical approach – workshops, exercises, projects, study visits and tutoring, through which students learn by doing;
- Preparation for real-world social challenges – you analyse current problems and create solutions that meet the needs of people and organisations;
- Development of future-oriented skills – project work, presentations, advocacy, negotiations, cross-sectoral communication;
- Opportunities to engage in additional experiences – work placements, volunteering and business relations with public institutions, social organisations and other organisations.

After graduation, you can work in:

- public administration, creating and implementing modern social programmes,
- NGOs and social organisations, designing initiatives for local communities,
- consultancy and analytical firms, conducting research, assessments and evaluations,
- CSR and ESG departments in business, developing social responsibility strategies,
- the private sector as employee wellbeing managers, HR specialists or social project coordinators,
- research centres, analysing data and formulating recommendations for public policy.



Programmes in finance and financial markets

Finance

Become a successful manager and expert by joining an elite and interdisciplinary program allowing to acquire knowledge in the field of economics and management as well as specialist in theoretical and practical knowledge in finance. Graduates of the program gain the ability to understand the mechanisms governing the modern economy, use analytical tools, manage finances in a micro and macroeconomic scale and solve practical problems related to employment in the financial sector. They also acquire high linguistic competences.

What is unique about the program?

- all classes in English,
- comprehensive theoretical and practical knowledge in the field of finance,
- CFA Institute accreditation.

Find work as:

employee of financial and accounting departments of enterprises, banks, insurance companies and public finance sector units, financial market analyst, auditor, risk manager, financial advisor.

Finance, auditing, investment

Do you want to secure a well-paid job with good career prospects? Choose a course where you'll explore the ins and outs of financial analysis, banking, insurance and the entire financial brokerage sector, taxation and public finance, accounting and auditing, and financial investment! With us, you will gain knowledge of financial markets, financial institutions (banks, investment funds, stock exchanges) and the public sector. You will also acquire skills related to the financial and accounting aspects of how businesses, institutions and public sector entities operate.

Key features:

- practical classes led by finance specialists
- comprehensive knowledge of markets, financial institutions and personal finance.

Career prospects:

financial market analysts, credit analysts, insurance brokers, tax advisers, chief accountants, and traders.



Programmes in international business and economics

Bachelor in Business Administration (BBA)

Ensure your career in the future by taking part in innovative and highly competitive program, which provides students with unparalleled knowledge and competence in making economic and business decisions in globalized world and managing different organizations across national boundaries and diverse cultures. BBA also equips students with world-class knowledge and strong analytical skills required in professional environment.

What is unique about the program?

- all classes in English,
- program prepares to act efficiently in innovative, highly competitive and culturally diverse business environment.

Career perspectives:

Manager of operational, financial and analytical department in international corporations or SMEs, highly qualified specialist in public administration, profit and non-profit organizations and regional or national government.

Tourism economics

Are you passionate about tourism? Would you like to work in the tourism industry, organise trips, trade fairs and conferences, as well as sporting, business, cultural and recreational events, or initiatives promoting health and wellbeing, etc.? We have a course designed specifically to help you develop these skills! You will gain comprehensive knowledge and essential skills to navigate the changes in global tourism driven by emerging technologies and communication forms, the sharing economy and start-up ecosystems, as well as sustainable tourism trends. We will thoroughly prepare you to run your own tourism business, foundation, or association, to work in interdisciplinary, international teams, and to take on operational, analytical, and managerial roles in companies providing tourism services, government and local government bodies, and institutions promoting tourism or organising events.

Key features:

- an entrepreneurial focus in the curriculum tailored to the needs of the modern tourism industry,
- modules focused on modern forms of tourism activity,
- fieldwork to support practical learning in running a tourism business.

Career prospects:

hotel managers, managers of cultural, entertainment and leisure facilities, tour operator staff, travel agency staff and online travel agency staff, organisers of business meetings and events, tourism development planning specialists in central and local government, analysts of the international and domestic tourism market.

Logistics

Would you like to manage or design logistics processes in the future? With us, you'll learn how to do it. We've designed this programme based on current trends in the logistics services market, drawing on the experience and expertise of our academic and teaching team of over a dozen members. As part of the logistics programme, we address a range of issues, including global supply chains, the challenges of modern logistics in businesses, warehousing and shipping, IT systems supporting logistics management, and related topics.

Key features:

- We teach according to our own curriculum, developed over many years of experience,
- We supplement theoretical classes with business know-how and meetings with industry professionals,
- We use industry-specific IT tools such as Goldrath and Flexsim,
- We are well-versed in modern transportation and warehousing technologies, as well as issues related to Logistics 4.0.

Career prospects:

roles as specialists and managers in the logistics departments of manufacturing and trading companies, companies in the transportation, freight forwarding and logistics sectors, and in consulting firms specialising in logistics and supply chain management.

International Economic Relations

Do you dream of working for multinational corporations or international organisations, setting up your own start-up, developing a family business, or working as a self-employed person in a small enterprise on the global market? Choose a programme that meets the current needs of today's global and domestic economy in an international context, addressing geopolitical challenges and those related to digital, energy and green transformation. We will prepare you to work in international business, manage organisations, develop your own entrepreneurship on an international scale, and operate within interdisciplinary, international teams, in the spirit of sustainable development, and be skilled in the use of IT tools and new technologies. Through work in project teams, sessions with business practitioners, and the use of modern teaching methods, including AI technologies and tools in teaching, we foster the development of creativity, analytical and critical thinking, along with other future-oriented skills – cognitive, technical, social, and emotional.

Key features:

- development of managerial competencies that address current civilisational challenges such as the green, energy and digital transformation, as well as rapidly changing geopolitical conditions,
- comprehensive preparation for a career in the global market,
- an emphasis on sustainable development, preparing students to conduct international business responsibly and innovatively,
- building management and collaboration skills within interdisciplinary and international teams.

Career prospects:

managers, consultants, specialists conducting international business, entrepreneurs and start-up founders, specialists and management staff in public administration and international organisations.


UNIWERSYTET EKONOMICZNY
w POZNANIU
10
Centrum

Programmes in informatics and economic analyses

Computer Science and Data Analytics

Do you have a passion for numbers, data and cutting-edge technology? In our programmes, you will not only develop these interests but also learn how to apply them in practice – across economics, finance and business! Our programme combines a solid foundation in computer science with advanced data analytics and modern artificial intelligence (AI) tools, preparing you to solve economic problems and make data-driven business decisions. Gain unique skills that are valued by employers worldwide. After completing this programme, you won't be looking for a job – jobs will be looking for you!

What will set you apart?

- you will learn to analyse data, build models, forecast trends and manage risk; you will become familiar with modern programming languages and IT systems that are industry standard,
- you will be ready to tackle challenges in areas such as Data Science, Big Data, machine learning, artificial intelligence and virtual reality; you will combine technical skills with analytical thinking, enabling you to become a key specialist in the job market.

Career prospects:

financial and business analysts, risk and investment portfolio managers, data analysts, data scientists, IT system architects, artificial intelligence specialists, IT consultants.



Product quality and development

Do you like to make informed choices about what you buy? Are you interested in new technologies or products tailored to consumers' needs? If you're looking for a profitable business idea and are passionate about creating innovations, then the Quality and Product Development programme is perfect for you! Become a quality expert, gain engineering expertise and skills in marketing and product management. Seize the opportunity to pursue your passions and acquire skills highly valued in the job market by studying quality and product development.

Key features:

- practical classes – a high proportion of project-based and workshop-style sessions, held in computer labs and specialist laboratories, where your knowledge and creativity meet practical application,
- interdisciplinary and comprehensive education – the opportunity to explore all stages of product design and development, from identifying consumer needs, through selecting appropriate technological solutions, mastering quality assessment and management methods, to the tools for bringing a product to market,
- creativity and professionalism – collaboration with companies, carrying out projects in research clubs and a wide variety of specialist modules linked to a range of industries and current trends in sustainable development and environmental care.

Career prospects:

Upon completing your studies in product quality and development, you can become: a product quality engineer, a product manager, a quality management systems specialist, a product management expert, or a research and development specialist.

Management and Production Engineering

Are you a decision-maker who enjoys creating an environment where everything runs smoothly and efficiently? The Management and Production Engineering programme will help you develop your managerial skills and acquire key engineering competencies that are equally useful in the business world. By gaining qualifications sought after across various industries, you will learn to manage processes in accordance with quality standards and safety requirements, whilst maintaining care for the environment and sustainable development, and to perform profit-and-loss analyses of the actions taken.

Key features:

- close integration of theory and practice – a large number of practical sessions developing managerial skills and engineering qualifications related to various manufacturing and service processes,
- Task-oriented approach and efficiency – a focus on acquiring technical skills, learning 'constructive action' as well as the effective management of processes and systems in accordance with standards and up-to-date organisational solutions,
- cooperation with the business sector – delivery of modules developed in collaboration with industry, opportunities to pursue interests and conduct studies in academic research clubs, and to deepen competencies related to sustainable development and corporate social responsibility.

Career prospects:

Upon completing your studies in Management and Production Engineering, you can become: a quality, environmental and safety management specialist, a production coordinator, or a management and production engineering specialist.



Business accounting and finance

Are you fascinated by the world of big numbers? Our programme will introduce you to the practical side of business accounting and finance; you will learn to record business transactions, prepare financial statements, analyse a company's financial position, and calculate and optimise tax liabilities. You will also acquire vital soft skills for the business world. And when you set up your own company, you'll know how to manage its finances.

Key features:

- a blend of theory and practical business experience,
- an outstanding rating (the highest possible) awarded by the Polish Accreditation Committee,
- the opportunity to gain internationally recognised qualifications from The Chartered Institute of Management Accountants (CIMA) and The Association of Chartered Certified Accountants (ACCA).

Career prospects:

work in corporate finance and accounting departments, in audit firms, in specialist accounting firms, running one's own accounting practice, chief accountants, financial directors and financial advisers, and, upon fulfilment of additional statutory requirements, chartered auditors and tax advisers.

CIMA University Partner

ACCA Think Ahead

Management

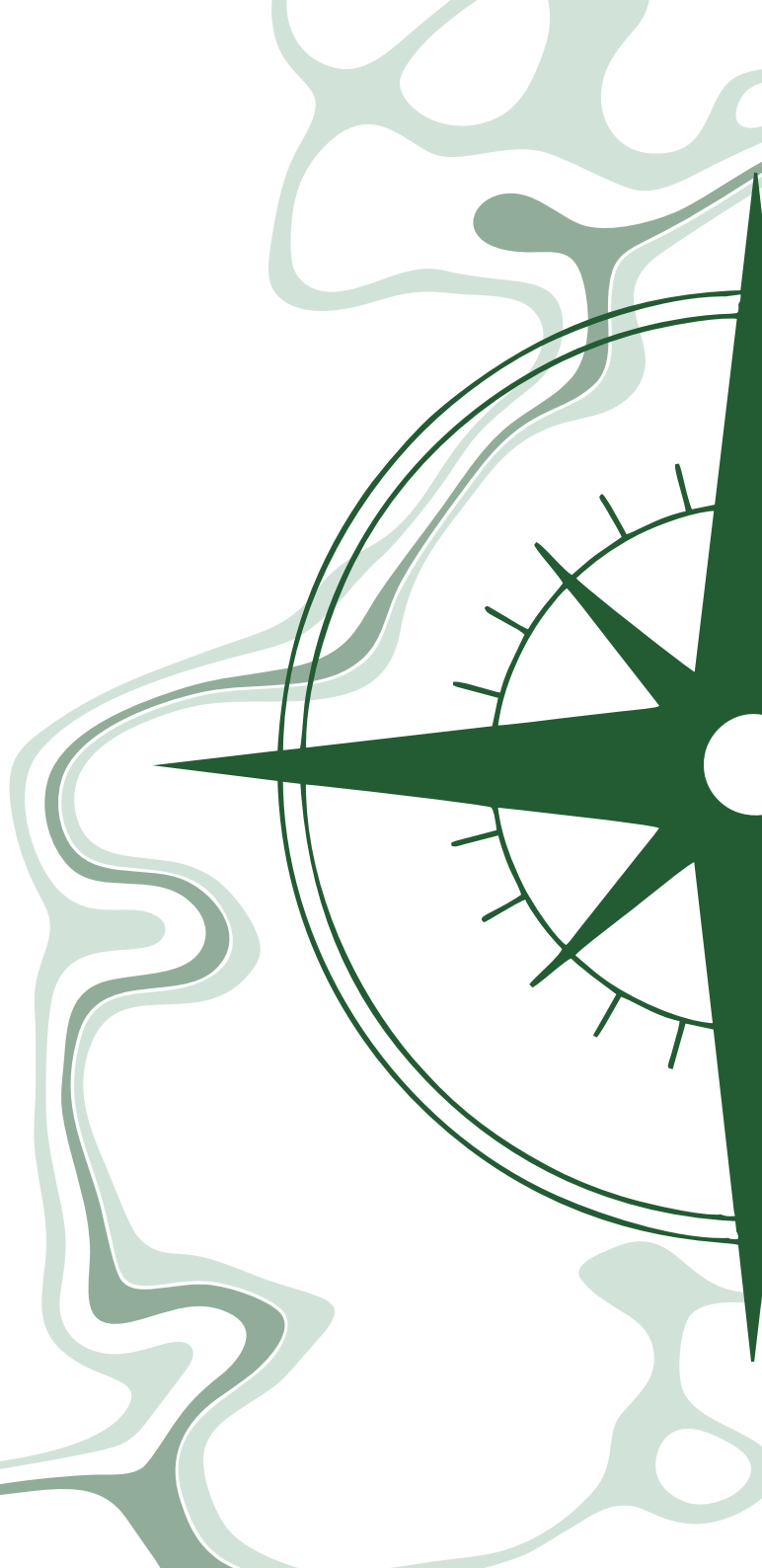
Choose a management course and learn all about how modern companies are run and managed today! Master the skills needed to achieve results that make you competitive in demanding markets! Get hands-on experience in using management tools, methods and techniques, as well as analysing and diagnosing processes within an organisation and its environment. We offer a programme that focuses on the practical application of theory in business and meets labour-market needs by training professionals – specialists with high-level skills who are creative and open to collaboration.

Key features:

- The programme develops the essential skills needed to take up professional roles in specialist and managerial positions, as consultants in businesses, non-profit organisations, or local and central government, and to run your own business.

Career prospects:

business owners and entrepreneurs, HR business partners, managers overseeing a specific area of a company, project managers, project developers, marketing specialists in manufacturing, retail and service companies, media analysts, property valuers, specialists in fixed asset and investment management.



Admissions for the 2026/2027 academic year

Admission to undergraduate studies is competition-based and takes into account the scores from the written secondary school leaving examination in the qualifying subjects at the PUEB. Qualifying subjects for individual degree programmes:

DEGREE PROGRAMME	QUALIFYING SUBJECTS		
	SUBJECT 1 (chosen by the applicant)	**SUBJECT 2**	**SUBJECT 3** (chosen by the applicant)
- economics - finance, audit, investment - tourism economy - informatics and data analytics - logistics - international economic relations - accounting and corporate finance - management	physics, geography, history, computer science, economics*, computer science*, information technology in a global society*, business and management**	mathematics	English, French, Spanish, German, Russian
- law and economics (a joint programme with Adam Mickiewicz University in Poznań) - social welfare economics	physics, geography, history, computer science, social studies, economics*, computer science*, information technology in a global society*, business and management**	mathematics	English, French, Spanish, German, Russian
- quality and product development - management and production engineering	biology, chemistry, physics, geography, computer science, economics*, computer science*, information technology in a global society*, business and management**	mathematics	English, French, Spanish, German, Russian

* applies to International Baccalaureate and European Baccalaureate
** from the 2027/2028 academic year

DEGREE PROGRAMME	QUALIFYING SUBJECTS		
	SUBJECT 1 (chosen by the applicant)	**SUBJECT 2**	**SUBJECT 3** (chosen by the applicant)
- Finance - Bachelor in Business Administration	physics, geography, history, computer science, economics*, computer science*, information technology in a global society* and, in the case of applicants who did not complete secondary school in Poland, an economics subject (e.g. Finance, Accounting, Economics, Entrepreneurship and Management)	mathematics	—

* applies to International Baccalaureate and European Baccalaureate

The ranking points for qualifying subjects are calculated based on the percentage score achieved in the written part of the examination.

The ranking points for applicants who sat the school-leaving examination in a chosen subject at the extended (advanced) level are calculated as follows:
(percentage score at the extended level + 100): 2.

The number of ranking points for applicants who sat the school-leaving examination in a selected subject at the basic level is calculated as follows:
(percentage score at the basic level + 40): 2.

The number of ranking points for applicants who sat the school-leaving examination in a foreign language according to the standards applicable to bilingual classes is calculated as follows: **(1.4 × percentage score at the bilingual class level + 100): 2,** provided that the total number of points may not exceed the maximum number of points available for the foreign language.

If an applicant has obtained fewer than 30 percentage points at the selected examination level (this applies to the school-leaving examination and secondary schools completed abroad, where examination results are expressed as a percentage) in a qualifying subject, it is assumed that they have obtained 0 points in that subject.

The maximum number of points that can be obtained in a subject or foreign language is 100.



Applicants sitting selected vocational examinations or examinations confirming vocational qualifications may submit their vocational examination result instead of the result from an additional matriculation subject.

Applicants holding an International Baccalaureate diploma or a school-leaving certificate obtained abroad have their ranking points calculated based on the results of the qualifying subjects for the PUEB listed on those documents.

International applicants are admitted under separate rules:

The admissions procedure for English-language degree programmes is competition-based. It takes into account the scores obtained in the subjects required for admission to the PUEB, as recorded on the document serving as the basis for admission (the Polish secondary school leaving certificate or its foreign equivalent).

For more information:



Admissions process step by step

Bachelor's degree

1.
Complete the online application form.

2.
Pay the application fee by the deadline.

3.
Check your ranking points to see if you have progressed to the next stage.

4.
If your score is equal to or higher than the cut-off mark, submit your documents; if it is lower, wait for the cut-off mark to be lowered, if applicable.

5.
Once your submitted documents have been successfully verified, you will receive notification of your admission (on the day the results are announced).

Our campus

1. Building A
al. Niepodległości 10

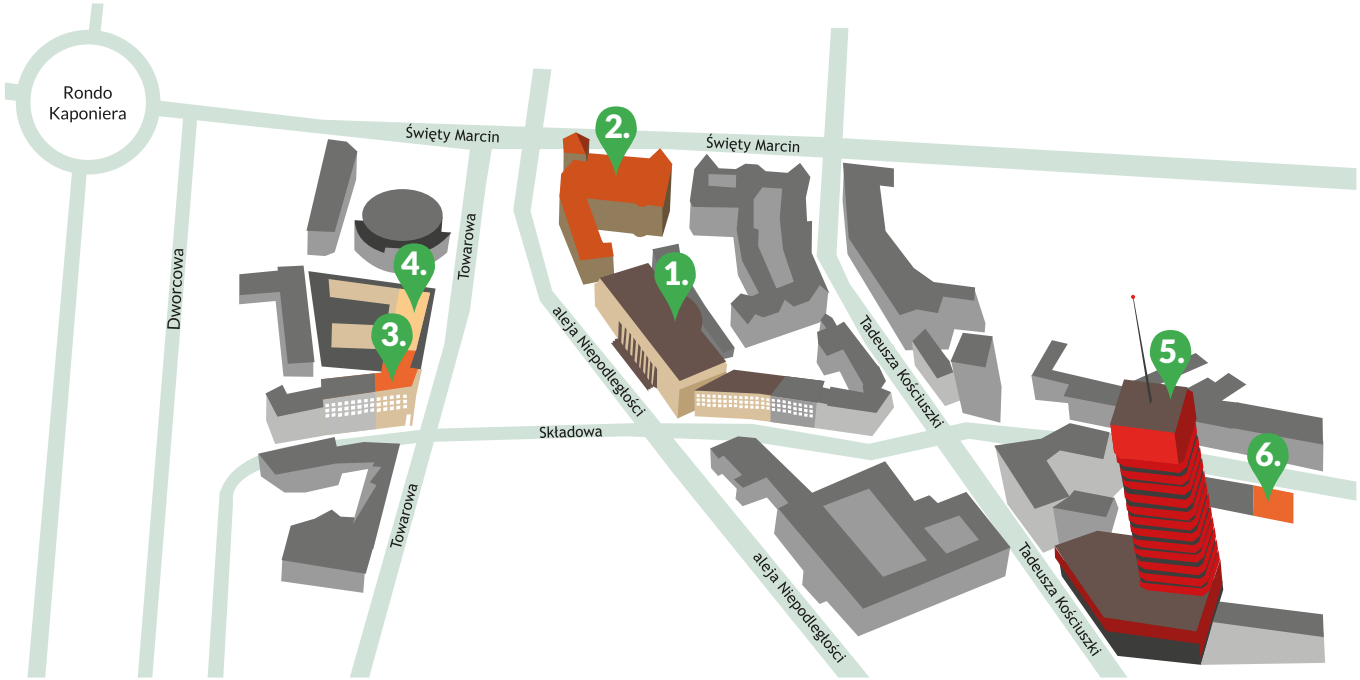
2. Building B
al. Niepodległości 12

3. Building C
ul. Towarowa 53

4. Building D
ul. Towarowa 55

5. Collegium Altum
ul. Powstańców Wielkopolskich 16

6. Building E
(Department of Foreign Languages)
ul. Taczaka 9



We operate a sports hall located at ul. Dożynkowa, as well as three halls of residence (ATOL Hall of Residence – ul. Andrzejewskiego 11/17, DEWIZKA Hall of Residence – ul. Dożynkowa 9D, and FENIKS Hall of Residence – ul. Dożynkowa 9F)

About Poznań:

- One of the three strongest academic and research centres in Poland (one in every 12 students in Poland attends university in Poznań).
- Poznań is home to many cultural institutions: theatres, cinemas, museums, art galleries and an opera house.
- Green spaces (approx. 13% of the city's area) – parks, a botanical garden, two zoos and a tropical greenhouse.
- Four lakes, including Lake Malta in the centre of Poznań and a year-round ski slope.
- Ławica Airport is located 7 km from the city centre with good transportation links.
- The city has many shopping centres offering retail outlets, food courts and entertainment.
- There is a modern football stadium in the city centre.
- The city has an extensive public transport network.
- Poznań is situated in the centre of the country.
- The city boasts Poland's lowest unemployment rate.
- Poznań tops the list of cities with a high standard of living.



NAWA POLISH NATIONAL AGENCY FOR ACADEMIC EXCHANGE



Poznań University of Economics and Business

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