

POZNAŃ UNIVERSITY
OF ECONOMICS
AND BUSINESS

Future-oriented

Master's level programmes
Admissions for the **2026/2027** academic year

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What makes PUEB unique:

63.4% consider the Poznań University of Economics and Business to be more prestigious than other universities.

The university is highly regarded for its career prospects, academic programmes and the academic quality of its teaching. It is also associated with these qualities.

We rank second in the country in terms of the number of people who name us as the first business school that springs to mind. However, we reign supreme in terms of brand awareness in the Wielkopolska region.

*PUEB brand awareness, SW Research 2025

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.





Academic programmes

Master's level programmes
Admissions for the **2026/2027** academic year

Studies in the field of Economics

Economic Data Analytics

The Economic Data Analytics programme emphasises the development of analytical competencies (with respect to quantitative and qualitative data), their use in evaluating public policies and business ventures, and the training of skills in communicating analysis results.

The competencies developed within this programme are useful across all professions where analytical thinking and the application of research methods are essential – in marketing, consulting, business analysis, economic consultancy, and business journalism.

Examples of job roles related to this programme include:

- business analyst,
- media analyst,
- database specialist,
- visual presentation specialist,
- Big Data consultant,
- market research specialist,
- academic or journalist.



PART-TIME STUDIES

Economics

Second-cycle programmes in Economics offer in-depth expertise in economics and finance, as well as in management and quality sciences.

Graduates acquire the latest expertise in economics and data analysis and can apply it in economic practice. They are individuals who understand the causes of changes in the business environment of economic entities and can predict their consequences.

Graduates in Economics are professionally prepared to construct scenarios of economic change and to analyse the conditions and constraints that affect the ability to make appropriate choices at various decision-making levels, in both the private and public sectors.

Legal and Economic Studies

Second-cycle Legal and Economic Studies are jointly conducted by the Poznań University of Economics and Business and the Adam Mickiewicz University in Poznań. The course offers a unique curriculum combining law and economics.

Graduates acquire theoretical and practical expertise regarding the legal and economic aspects of conducting business activities and the functioning of organisations and institutions. During the course of studies, they learn about current legal solutions and business tools that enable highly effective development strategies for market entities. The Legal and Economic Studies programme is aimed at graduates in economics, management, and finance who wish to enhance their understanding of the legal framework for business activities.



Studies in the field of Finance and Financial Markets

Tax Advisory

Are you thinking about a career that combines legal and financial expertise with practical advisory skills? Choose a Master's degree in Tax Advisory and prepare for a prestigious career as a tax adviser and other professions related to finance and accounting.

During your studies, you will acquire comprehensive knowledge of tax law, finance and accounting. You will gain detailed expertise in the tax, fee, and duty systems applicable in Poland, as well as the financial and accounting issues necessary for daily advisory work. The study programme has been designed to best prepare you for the state tax advisor examination.

Great emphasis is placed on the practical aspects of the profession – analysing regulations, interpreting the law, and solving real-world tax problems. It is also planned to establish cooperation with the State Examination Commission for Tax Advisory at the Ministry of Finance, which will further increase your chances of professional success. These studies will also provide you with a solid foundation for running your own business – including establishing and developing your own tax consultancy office.

What makes this programme unique:

- preparation for the state tax advisor examination,
- a combination of legal, financial and accounting expertise,
- emphasis on practical advisory skills.

Job roles and career prospects:

tax advisers, tax specialists, accountants, finance and accounting department employees, tax consultants, and owners of a tax consultancy office.

Finance, Auditing, Investment

Do you want to gain solid competencies that will open doors to the world of finance and modern investment? Choose the Finance, Auditing, Investment programme – a unique course created for those who want to develop specialised expertise and practical skills related to the financial sector and market.

During your studies, you will explore issues in the fields of financial analysis, banking, insurance, and other areas of financial intermediation. You will also learn the intricacies of taxation and public finance, accounting, auditing and financial control, as well as markets, instruments and financial investments. You will develop practical skills in investment decision-making and financial management across the private and public sectors.

What makes this programme unique:

- a modern and comprehensive curriculum,
- a practical approach to finance and investment,
- preparation for working in a fast-paced environment of finance and financial markets.

Job roles and career prospects:

financial market analysts, financial and tax advisers, brokers, statutory auditors, employees of banks and financial institutions, corporate finance specialists, employees of the public finance sector.



Supervision and Control

Do you want to acquire practical competencies that will allow you to develop a career in finance, auditing, and modern business? Choose the Supervision and Control course – a practical programme that paves the way for a career in financial reporting and sustainability, as well as tax and business consultancy.

The study programme covers topics in finance, supervision, taxation, auditing, accounting, and law. Particular emphasis is placed on a practical approach to learning – classes are conducted with the participation of specialists from renowned, international auditing firms.

You will learn about the latest concepts and research findings in the areas of finance, taxation and accounting, and you will also acquire skills related to modern methods of supervision, control and audit. The programme also includes key issues related to sustainable development, the green transition, and ESG, which are increasingly important in the business world.



What makes this programme unique:

- classes conducted by industry experts,
- utilising the standards and experience of international institutions,
- emphasis on modern areas: ESG, sustainable development and non-financial reporting,
- internships with partners.

Job roles and career prospects:

specialists in accounting, audit and control in enterprises, non-profit organisations and public administration, employees of audit and consulting firms, owners and employees of accounting offices.

Studies in the field of International Economics

Digital Supply Chains

The Digital Supply Chains programme emphasises logistics and supply chain areas, taking into account modern marketing, the digital economy, and the green transformation.

Education within this programme covers the analysis of logistical processes and management in the digital economy. Some classes are scheduled in a computer laboratory and involve the use of dedicated software and the participation of business practitioners.

Graduates of the programme are eligible for specialist, expert and managerial roles, including:

- in the logistics departments of companies,
- in units and structures responsible for supply chain and logistics network management ,
- in other independent or managerial roles related to logistics, supply chains, digital tools in marketing and e-commerce,
- in consulting firms operating in the areas mentioned above.

Master in International Business

The general management Master in International Business (MIB) programme utilises best practices and experience in education, i.e. , the order in which programme contents are introduced, the intensification of the process of gaining expertise and skills, the sequence of subjects, the workshop-based, practical nature of teaching activities, and the use of team-working and team competition, learning-by-experiencing, learning-by-doing, or problem-based learning.

MIB graduates will acquire comprehensive, up-to-date expertise and, in particular, will develop professional skills across all areas essential to managing an organisation operating in highly unpredictable and competitive markets, including the international market. They will be useful to those wishing not only to act as specialists but, in the future, as middle- and senior-level managers, as well as to graduates whose goal is to develop their own business activities.

All classes are held in English.



PART-TIME STUDIES

International Economic Relations

The International Economic Relations programme meets the current needs of both the global and national economies. We train managers ready to conduct international business in the spirit of sustainable development, taking into account digital transformation, as well as specialists for national and international organisations and institutions. We foster creativity and analytical thinking through project work and lectures by business practitioners.

Graduate profile:

- managers,
- consultants,
- specialists conducting international business activities,
- specialists and management in public administration and international organisations.



Transition, Innovation and Sustainability Environments

The Transition, Innovation and Sustainability Environments (TISE) programme is a unique, transdisciplinary, innovative and prestigious academic programme focused on social systems in transition. Completing it will allow for the award of a joint degree from the four universities co-delivering the classes: Donau-Universität Krems (Austria), Universidade Nova de Lisboa (Portugal), University College Dublin (Ireland), and Poznań University of Economics and Business. Students learn the principles of operation and transformation of social systems, their dynamics, and their interactions in the fields of science, technology, ethics, and economics. The programme utilises innovative teaching methods and a wide range of tools, enabling the analysis of complex socio-economic problems and the development of multi-dimensional strategies for the sustainable development of the global economy.

What makes this programme unique:

- English-language studies at four European universities in four countries, with one semester of study conducted in each country, culminating in a joint degree,
- a holistic and transdisciplinary approach to the analysis of social and economic problems,
- a strong emphasis on the applicability of the acquired expertise, cooperation with business practice, innovative teaching and learning methods, and engaging educational subjects.



Studies in the field of Informatics and Economic Analysis

FinTech: Information Technology in Finance

The FinTech Information Technology in Finance course aims to prepare graduates for work in the modern financial sector, where digital technologies, Artificial Intelligence and data analysis are of key importance. Students acquire expertise in finance, financial markets and risk management; skills in programming, data analysis and the use of IT tools in finance; competence in designing and implementing solutions based on Artificial Intelligence and business process automation; and the ability to work in interdisciplinary teams and solve problems in a digital financial environment.

Graduates may continue their studies in the Doctoral School in economics and finance, management sciences, or computer science, as well as in postgraduate studies in data analytics, Artificial Intelligence in business, or IT project management.



Informatics and Econometrics

The second-cycle programme in Informatics and Econometrics combines education in economics, finance, and business with competencies in modern technology and IT.

During the second-cycle programme, students deepen their expertise in economics, finance, and information technology. Improving skills in data analysis, modelling and forecasting, programming, and the operation of IT systems and statistical software packages. They explore the intricacies of investing and risk management. They will learn about advanced database technologies, Artificial Intelligence issues, including machine learning and data science, in a general sense.

A graduate of this second-cycle programme may work as:

- an economic processes analyst finding employment wherever economic decision-making must be preceded by in-depth quantitative analyses using information technology;
- a manager–IT specialist capable of creative and effective functioning within Industry 4.0 on an international scale;
- an IT solutions specialist, performing as a project team leader, information broker, business IT solutions designer, web service and network service designer, and IT audit specialist;
- an analytical specialist using expertise and skills related to the modelling and forecasting of economic and financial quantities, as well as the valuation of financial instruments (*quant*).

Industry 4.0

Industry 4.0 is a field encompassing issues related to the broadly understood new technologies introduced into business practice under the banner of Economy 4.0. These issues affect practically all companies, but they become particularly significant for small and medium-sized enterprises that decide to implement technological and organisational changes driven by progress. Companies such as these usually do not have sufficient research and development facilities to conduct initial testing and then implement the technology.

For this reason, the Industry 4.0 course, whose graduates will be not only familiar with the possibilities of modern technologies but also open to new solutions and ready to expand their expertise and skills, is particularly interesting for the labour market.

Second-cycle students acquire interdisciplinary expertise regarding the broad application of modern technologies and business methods in the economy.

Quantitative Finance

Quantitative Finance is a field of modern finance concerned with applying quantitative methods to the analysis of financial investments and the forecasting of financial markets. The study programme covers statistical and quantitative methods used in the financial sector, which may also be applied in other areas of the economy.

Graduates of the programme may find employment in the banking and financial sector. Skills acquired during their studies also enable them to find employment as analysts in other sectors of the economy. The four main pillars of the programme are: risk management, corporate finance, valuation of financial instruments, and statistical methods.

The programme is affiliated with the CFA Institute.

All classes are held in English.



Studies in the field of Quality Sciences

Design and Product Commercialisation

Master's programme in Design and Product Commercialisation provides a solid foundation for developing creativity and the skills to implement developed ideas effectively. Through diverse classes, students acquire competencies that enable effective and creative work, as well as the development of new product ideas based on essential technological, market, and organisational expertise. The studies are an excellent complement to the previous stage of education in quality sciences, but also an interesting educational offering that expands the competencies of graduates from other programmes.

Students have the opportunity to master the skills of creating utility, aesthetic, and marketing value for new products, building and implementing product/brand strategies, developing innovation, and effectively utilising available resources. The study programme also addresses issues in product management and quality assessment, as well as the mastery of standard and innovative research methods that will enable the assessment of both food and non-food products. Graduates of this field can find employment in R&D departments, product development, and in enterprises implementing innovations across various areas.

Product Quality and Development

Full-time three-semester studies starting from the spring semester.

The full-time Master's programme (post-engineering degree) in Product Quality and Development equips students with competencies in product design, development and assessment, while ensuring environmental, economic and technological efficiency, in line with current trends and market requirements.

The Master's programme includes, among other things, subjects in the fields of shaping, designing, and assessing product quality, quality management, and product marketing. Students learn to manage products, create and differentiate a company's product portfolio, implement and improve standardised management systems within an organisation, and shape product quality and safety at all stages of the life cycle. An important area of education is also the implementation of digital tools in enterprises and the green transformation. Graduates of this course can find employment in quality assurance, product development, and implementation of new technologies and organisational solutions.

Management and Production Engineering

Three-semester programme starting from the spring semester.

The full-time Master's programme in Management and Production Engineering equips students with the competencies necessary for designing and managing organisational processes and quality management, while also taking into account the principles of sustainable development.

The study programme places great emphasis on developing skills in creative and critical thinking, effective resource use, and the shaping of socially responsible attitudes. The competencies acquired will enable the graduate in management and production engineering to perform technical and managerial tasks. Graduates can find employment in quality control, process and organisational management, and business continuity departments.




Chill

Studies in the field of Accounting and Corporate Finance

Business Accounting and Finance

The Business Accounting and Finance programme at the second-cycle level enables students to acquire expanded expertise in the field of business accounting and finance, including primarily corporate financial management, financial and management accounting, liquidity and financial credibility, controlling, capital investments, corporate financial restructuring, tax strategies, and the specific functioning of capital groups.

Students acquire skills in assessing the financial consequences of economic events, conducting business analyses, evaluating the profitability of investment projects, auditing financial statements, selecting optimal investment directions for tangible assets and securities, and making financial decisions.

Graduates of this second-cycle programme are prepared to take up independent positions in both typical enterprises and service companies, such as accounting offices, consultancy firms, and financial institutions.

Audit and Assurance

The Audit and Assurance programme meets the needs and changes occurring in the labour market. The course produces highly sought-after statutory auditors – specialists in conducting audits of individual and consolidated financial statements of business entities, including banks, insurers, investment and pension companies and funds, as well as local government units.

The Audit and Assurance programme aims to provide students with up-to-date theoretical expertise and practical skills necessary to practice as a statutory auditor. During their studies, students acquire the competencies necessary for financial data analysis, retrieving information from structured databases (XML, XBRL), using selected financial and accounting software, and examining financial statements using selected software, as well as elements of macro- and microeconomics, statistics, and econometrics.

Graduates of the Audit and Assurance programme may pursue a career path leading to obtaining the title of statutory auditor (practice, traineeship, diploma exam before the PIBR commission – PUEB agreement with PIBR) or be employed by audit and advisory firms, international corporations, accounting offices, tax offices, and public finance sector entities, including local government units. They may also start their own business in financial statement auditing and bookkeeping.

Studies in the field of Management

Innovation Management

Innovation Management is an area within the disciplines of management and quality science that has developed very dynamically over the years. Issues of economic innovation have become an integral part of business activity, expressed not only in the search for innovative products and new business models, but also in steadily increasing R&D budgets.

If you are looking for answers to questions such as:

- What do users think of your website?
- Which online tools are best for your business development?
- How to monitor your online strategy?
- How to effectively arrange the retail space in your shop?
- How to introduce new products based on internet technologies?

Look no further! You will find them precisely in the Innovation Management course!

All classes are held in English.

Marketing

The Marketing programme is perfect for individuals who are: ambitious, enterprising, creative, positive, open to social contact, curious about new experiences, and eager to change the world for the better.

Studying Marketing prepares one for a management position responsible for marketing activities in a strategic context, as well as the associated sale of goods or services. Graduates of this course will acquire expertise, skills, and competencies that enable them to make independent decisions in a changing market environment, using new technologies and digital media. They will learn to create strategies based on modern business models using digital marketing. They will master the skills of identifying market trends and searching for opportunities for the further development of organisations, both commercial and non-commercial.

Management

The main learning objectives for the Management course are:

- providing students with in-depth expertise and shaping their skills in managing various areas of organisational activity, as well as the organisation as a whole,
- familiarising students with the directions of development in management concepts, emphasising the role of the leader and the team-based approach to building and shaping modern concepts of managing a contemporary enterprise,
- providing expertise and skills in the assessment of an enterprise's economic situation, as well as in modern value creation techniques and enterprise valuation methods,
- dentifying external and internal bases for strategic choices within an enterprise, and presenting a practical approach to formulating and selecting strategic options,
- familiarising students with the importance of marketing strategy in the development of an enterprise,
- demonstrating the basic mechanisms in the area of real estate management and the various scopes of such management,
- providing students with expertise in the field of new public management, and demonstrating the role of public and non-public entities in shaping development.

Education in the Management programme involves refining key skills and managerial competencies that are essential to managing and building organisational value.

Graduates of the second-cycle Management programme will be prepared to work in the following roles:

- specialist in management systems (in particular, analyst and designer of organisational and management systems),
- middle and senior-level managers,
- advisors and consultants in economic or public organisations, as well as for running one's own business.

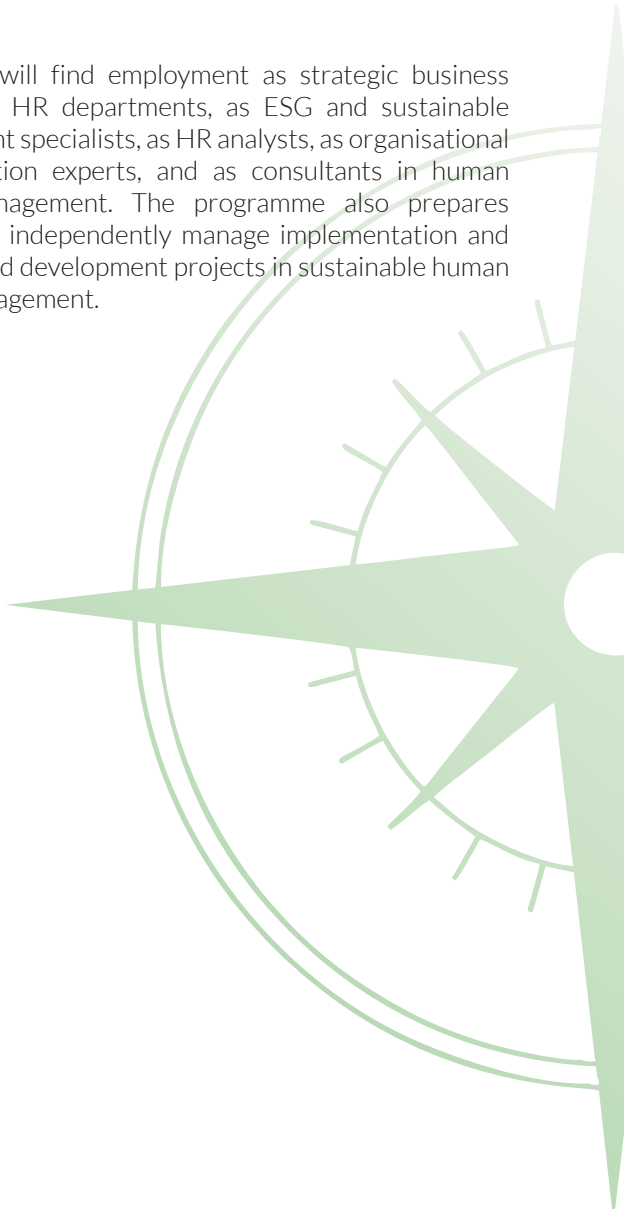
Sustainable Human Capital Management

Sustainable Human Capital Management is a programme that prepares graduates for a strategic role in transforming organisations towards sustainable development. The programme integrates basic human resource management content with analytical competencies and skills related to non-financial reporting, specifically social disclosures. Students will learn a comprehensive HR toolkit (covering the entire process from candidate sourcing and acquisition, Employer Branding, HR Recruitment, onboarding, and employee potential analysis), hard HR and operational analytics (labour law, creating regulations, remuneration and bonus systems, as well as performance measurement and company structure analysis using key performance indicators), and well-being (sustainable development begins with caring for employee well-being) from HR practitioners from the business sector.

Graduates of the programme will be prepared to:

- design and implement HR strategies that support the organisation's sustainable development,
- perform advanced HR analytics and make data-driven decisions using modern tools and methodologies,
- manage due diligence processes in the HR domain, including the identification of risks and opportunities related to human capital across the entire value chain,
- build an inclusive organisational culture and implement DEI (Diversity, Equity & Inclusion) programmes, taking into account contemporary demographic and social challenges,
- lead organisational transformation projects using agile methodologies and a participatory approach to change management.

Graduates will find employment as strategic business partners in HR departments, as ESG and sustainable development specialists, as HR analysts, as organisational transformation experts, and as consultants in human capital management. The programme also prepares students to independently manage implementation and research and development projects in sustainable human capital management.





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