



PEW

EB

POZNAŃ UNIVERSITY
OF ECONOMICS
AND BUSINESS



www.ue.poznan.pl



Welcome to

PUEB



prof. dr hab. Maciej Żukowski

Ladies and Gentlemen,
Dear future Students,

Welcome to the Poznań University of Economics and Business! PUEB is not only a 90-year-old renown University but also one of the best business schools in Poland which is confirmed by a series of annual national rankings prepared by Perspektywy Education Foundation or newspaper daily "Rzeczpospolita".

Our teachers are excellent academics, who share their knowledge of economics with their students. They are also scholars conducting interesting and innovative research and practitioners leading expert teams and implementing novel projects.

We cooperate with most recognized companies in Poland, most of them international and that is why our programs are up to date with the expectations of the labor market. That is what makes our Alumni most sought after employees after they graduate.

I will be honored if you decide to be part of our history.

See you in the heart of Poznań.

prof. dr hab. Maciej Żukowski, prof. zw. UEP

Rektor Uniwersytetu Ekonomicznego w Poznaniu

PUEB

ERU

POLAND

the strong heart of Europe

Poland lies in the very center of Europe. With its long history, strong economy and beautiful landscapes it attracts investors, students and tourists. Check the main reasons to take interest in this beautiful and thriving country:

Important member of EU

No terrorism, low crime rate

Great, healthy food

Low costs of living and good medical care

People known for hospitality and openness

Access to the sea and mountains

Modern infrastructure and beautiful monuments

Easy to travel, great to live



Dominika Błędowska, Social Policy



Szczecin

Berlin

Poznań

Warszawa

Łódź

Wrocław

POZNAŃ

a vibrant city of business and universities

Our city is associated with business, modern technology, international trade and finances and students! One of the biggest and oldest in Poland with the tombs of first Polish kings. Breathtaking monuments coexist with modern architecture.

Informally called the business capital of Poland (Nivea, Volkswagen, IKEA, host of the biggest industrial fair in Poland, logistic, financial and creative sectors)

Fifth largest city in Poland.
The highest rate of student per one citizen

Thriving cultural and night life. Lots of festivals, clubs, restaurants, theatres and cinemas.

Ranks highly in international rankings as a city with high quality of education and a very high standard of living, safety and healthcare quality

Located mid-way between Warsaw and Berlin.
Great public transportation and direct links with other parts of Poland and Europe (international airport, train and long-distance buses)

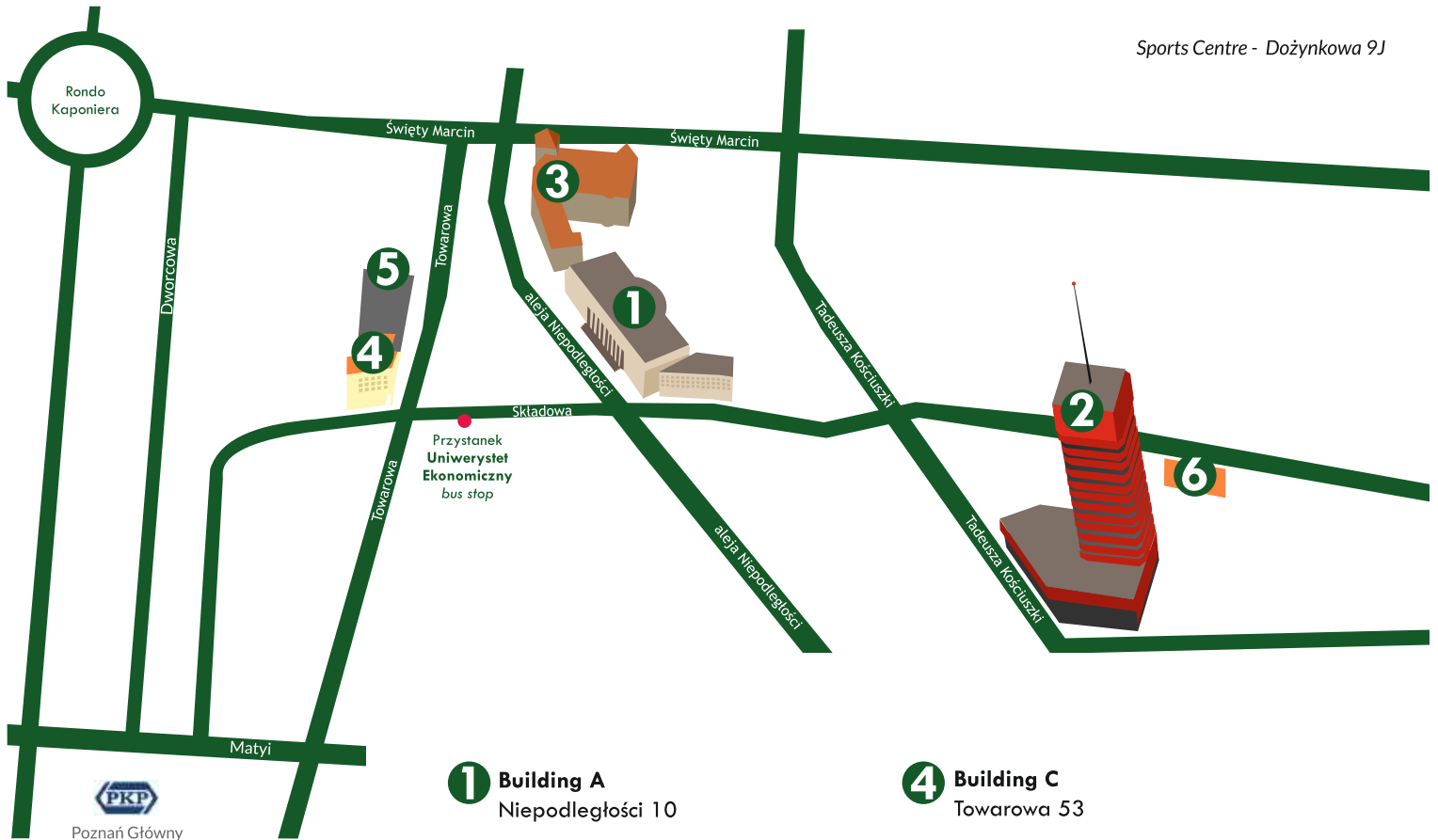
Cosmopolitan atmosphere

Best place for recreation and sport. Multitude of parks, 6 lakes, riverside with a promenade, football stadium, swimming pools and well-equipped sport centres



city of Poznań

Sports Centre - Dożynkowa 9J



PKP
Poznań Główny
main station

- 1** Building A
Niepodległości 10
- 2** Collegium Altum
Powstańców Wlkp. 16
- 3** Building B
Niepodległości 12

- 4** Building C
Towarowa 53
- 5** CEUE
Towarowa 55
- 6** Department of Foreign Languages
Taczaka 9

PUEB

university from the top of the rankings

PUEB is considered to be a part of the Polish Ivy League of business schools. The standard of education is confirmed by high position in rankings and international accreditation institutions. It is the best place to study economics and management.

Curricula are based on practical knowledge used by managers and companies worldwide to meet the demands and challenges of fast-changing economy. It relates directly to modern, efficient business tools, strategies, models and best practices that make companies successful and competitive. Business oriented



Paula Janiec, Management

programs allow students to pursue their career in globalized labor market with outstanding qualifications. Here are the main reasons why PUEB should be your first choice for university:

One of the oldest and most renowned business schools in Poland.

Ranks first in the most important educational rankings in Poland.

Outstanding quality confirmed by international rankings – the only one business university in Poland with 17 programs highly estimated by Eduuniversal.

Easy to get to by means of public transportation (buses, trams, public bikes and electric scooters).

educational system standardized with EU and high level of internationalization,

excellent teaching staff and friendly atmosphere,

many extracurricular activities for students, career office and special adaptation program,

modern teaching methods – case studies, interdisciplinary projects, multimedia presentations,

strong international connections and partnerships with business world,

modern buildings and laboratories with the most advanced equipment to conduct studies in marketing and business informatics that are the future of many industries (AI, Internet of Things, Next Generation Internet, Virtual and Augmented reality, neuromarketing),

situated nearby the Old Market Square with fancy restaurants and shops.

Perspektywy

1st business school in Poland



AACSB member



2nd public business school



HR EXCELLENCE IN RESEARCH

Logo presented by the European Commission



AMBA accredited



Marcin Batbayar, Economy



INTERNATIONAL COOPERATION

PUEB has been developing international contacts for many years. Our partners include universities from Austria, Belgium, Brazil, Bulgaria, Canada, China, Croatia, Czech Republic, Denmark, Estonia, France, Finland, Germany, Greece, Iceland, Ireland, Italy, Japan, Latvia, Lithuania, the Netherlands, Norway, Spain, Portugal, Romania, Russia, Slovakia, Slovenia, Sweden, Turkey, Ukraine or the UK.

As our student you can participate in:

- Erasmus+ exchange,
- student exchange,
- international paid traineeship,
- research projects,
- preparing academic publications.



Perizat Dzhaparova, graduate



PUEB

in numbers



academic staff:
505



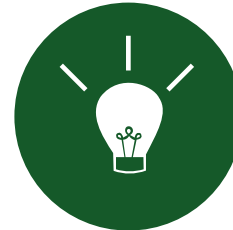
students:
over 8 thousand



full professors:
39



Kacper Krotecki, Management



student Special
Interest Groups: **over 50**



professors:
119

Educational offer



Bachelor

Finance

The Program allows you to:

- gain the knowledge necessary to work in finance, e.g. as an investment adviser or financial adviser, portfolio manager financial analyst, broker or head accountant,
- prepare for Level I of CFA Chartered Financial Analyst® exam thanks to the curriculum adjusted to the CFA exam Level I and get a scholarship for this exam,
- get free access to articles published in Financial Analysts Journal® and CFA Institute Magazine,
- participate in financial market competitions, such as CFA

- Research Challenge and CFA Ethics Challenge,
- understand the contemporary finance and economics in order to use the tools to make financially responsible and ethical decisions,
- learn how the financial markets work, what are the drivers of security price changes and

University Affiliation Program  CFA Institute®

I am very satisfied with the Finance program at PUEB. The program is based on CFA materials which are professional and helpful in understanding the financial models applied in the economy and the key drivers influencing financial markets. Finance have awakened my entrepreneurial spirit and also improved the problem solving skills that I use in my daily life. Above that, the University and Poznan city itself is a great place with a lot of friendly and open people, top-level infrastructure and many activities which allow me to safely and enjoyably develop myself.

Laurien Ndayisaba
Finance



Master International Business

The Program prepares you:

- to be a successful analyst and manager of different stages of management in international enterprises, institutions of national and international administration, diplomatic posts or run your own business on an international scale,

- to focus on the techniques of making decisions in diverse conditions of international business,
- to solve the strategic problems connected with cultural diversity and political risk,
- to use the analytical skills to deal with complex qualitative and quantitative data required for strategic decision making.

Being an International Business student in UEP is once in a lifetime experience , it has expanded my vision and gave me the critical thinking and time management skills, that I will carry with me for the rest of my life.

Yigit Zahit Cagan,
International Business



Bachelor

Business Administration

offered at the Poznan University of Economics and Business (PUEB) 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 students complete a comprehensive and competitive program led by the PUEB faculty. The program's mission is to develop and disseminate leading-edge knowledge concerning the theory and practice of economics and business in the globalized world. A multitude of political, social and cultural forces drive economic and business

decisions in world. To understand these forces, students need to learn about and to understand the many challenges faced by today's companies, individuals and economies. These include resource scarcity, economic growth, financial crises, climate change, or inequalities. The program BBA views the classical studies in business administration within a global context and combines them with political science, international relations, sociology, management.

The most common association students make when they think about their studies is a picture of a lecture hall, of professors, of libraries and books or exams. But this is only one part of university life, the other part includes the possibility of gaining international experience. PUEB has been a member of a European network of academic partnerships since 1999 and we offer a broad range of ERASMUS+ scholarships in 26 countries across Europe. We also cooperate with countries outside Europe, e.g. South Korea, Mexico and Canada where you can spend at least one semester of your studies. If you think that it is too long to be away from home you can consider our offer of summer schools or paid summer internships. Exchange program is a life-changing experience, a chance to get to know different cultures and practice using a foreign language and a great way to upgrade your resume. All this is worth considering while choosing a University.

dr Agata Maćków-Wojciechowska
International Relations Office



Master Financial Engineering

The main assets of the program:

- it prepares for careers in financial sector as quantitative analyst or risk manager,
- it has a programme based on four main areas as Risk management, Corporate finance, Pricing of financial instruments and Investments construction of complex investment strategies,

- it teaches how to apply quantitative methods for the analysis of risks associated with financial investments and in forecasting events in the financial markets. You will know how to construct complex investment strategies, forecast the price financial instruments, develop and price financial instruments, manage risk of financial investments, analyze and model financial markets.

My target to study FE at PUEB was to become a specialist in the field of finance with much interest in forecasting, analyzing and managing the risks of investments, during a short time I have spent here, I am realizing that I made the right choice. The professors are professionals, teaching system is good (lectures + classes), and I also enjoy studying in a good-sized class of international students from different parts of the world (Africa, Asia, and Europe).

Uwizeyimana Jean Damascene,
Financial Engineering



Master

Innovation Management

Choose this programme if you want to find out:

- how to search for innovative products, new business models, especially based on Internet technologies, but also by the steadily growing R&D budgets,
- how to introduce new products based on Internet technologies and what do users think about your web site,
- how to create the financial plan for an innovative venture, including the methods of financing the venture and monitor your Internet strategy,

- how to manage innovative product starting with the phase of generating an idea, followed by the step of defining the product, its commercialization and finally the controlling phase,
- how to use the most efficient skills concerning the Internet as the most important environment for innovative market solutions and company development,
- how to conduct market research and use sophisticated data analysis techniques,
- how to create ecoinnovations,
- how to effectively arrange commercial space in Your store.

Currently, I am in my first year of masters in Innovation Management and it has been an interesting and engaging course of study. Learning about a range of content from strategic management to innovative product management provides the opportunity to gain valuable insights and apply them to the real world of business.

Samantha B. Balboa,
Innovation Management



Master

Product & Process Management

Product and process management course is prepared in accordance with the European Principles for the Enhancement of Learning and Teaching, current OECD Skills Outlook and employee skills review by Economist Intelligence Unit. The program encompasses knowledge and practical aspects of natural, technical, economic and other social sciences.

The combination of managerial skills with technical knowledge and competences makes the graduate able to:

- acquire, analyse and critically evaluate information obtained from various scientific and professional sources, design new and develop existing processes and products (both material goods and services),
- analyse the life cycle of products, processes and organisations, including their impact on the environment,
- introduce and maintain a project management and/or cost management,
- manage staff and coordinate the work of teams,
- plan research and development work on selected products and processes in enterprises.

What is one of the most interesting places to study in? As a student of PPM program of UEP I definitely could definitely say mine! Thanks to creative approach of our professors we make different projects, participate in workshops and visit companies to see how to implement our theoretic knowledge in practice. Beside support regarding the studies they also make comfortable atmosphere for us by organizing summer school with basics of Polish language and workshops on preparing Christmas celebration with local food and traditions. Moreover, university gives me a good opportunity to meet new people from all over the world, not only students but also foreign professors.

Vanda Morozovskaya,
Product and Process Management



First impression is incredibly beautiful buildings. The second impression is very interesting lectures and teachers. I really like this University and this city.

Viktoriia Shuhaieva
Erasmus student

Recruitment process in 7 steps

The process of application is standardized and easy to perform.

1

Step 1
Choose your field of study and specialization

3

Step 3
Prepare color scans of your documents to be uploaded in a system:

- Passport
- High school diploma and Bachelor diploma (if you are applying for Master programme)
- Certificate of English language skills
- motivation letter

Check in the Polish embassy the process of getting a visa and legalization of your documents.

2

Step 2
Fill in the application form at apply.ue.poznan.pl

4

Step 4
After positive verification of your documents will receive an email with an invitation to a short Skype interview to talk about your interests.

5

Step 5
You will be given the account number for the first semester fee. When we confirm the transfer we will issue the admission letter which will be used to apply for a visa.

7

Step 7
Come to Poland at least two weeks before the semester starts. Visit the office and bring all the original documents.

6

Step 6
Apply for a visa in a Polish consulate. Remember to take all your documents to be legalized by a Polish consul.



CEEMAN IQA

International Quality Accreditation is awarded to universities by the International Association for Management Development in Dynamic Societies based in Bled (Slovenia). CEEMAN is involved in supporting the development of management and innovation, and improving the quality of education in business schools and institutions associated with the development of management science.

It has been operating since 1993 and brings together 210 members from nearly 50 countries worldwide. In 2019, Poznań University of Economics and Business was re-accredited confirming International Quality Accreditation certificate confirming high quality of its degree programmes and their implementation.



AMBA

The oldest and the most prestigious international accreditation awarded by the Association of MBAs to the best MBA programmes. The Association of MBAs was established in 1967 and it is based in London (United Kingdom), has about 32 thousand members. The Association of MBAs is an international impartial authority on postgraduate management education.

Only 2% of the best business schools in the world can boast about having this accreditation. The MBA Poznań-Atlanta programme has had AMBA accreditation since 2008. The last time AMBA accreditation was granted in 2019 for the period of 5 years. This accreditation proves the highest quality of the programme, which is in line with international quality standards in education and market needs.



CFA Institute

CFA Institute is the global association of investment professionals that sets the standard for professional excellence and credentials.

The organization is a champion for ethical behavior in investment markets and a respected source of knowledge in the global financial community. The end goal: to create an environment where investors' interests come first, markets function at their best, and economies grow.

The Bachelor program of Finance at the PUEB has enjoyed CFA Institution accreditation since academic year 2017/2018.

Our program is one of two bachelor programs which hold this accreditation in Poland.



Business Education Alliance

Member

Cost of living

The average monthly cost of living for a student varies from 1,000 to 2,000 PLN (Polish zloty) and depends on the type of accommodation and the expenditures for leisure.



University dorm

110 euro*

Private flat - rent

400 euro*



Travel within Poznań

25 euro*



Food and other expenses

180 euro*



Museum admission fee

4 euro (single ticket)

Cinema ticket

5 euro (single ticket)

**approximate per month*

Once I came to Poznań I knew that choosing this city was one of the best decisions I have ever made. The city is great and the University really cares for its students. I think the University is full of lovely people and amazing activities. Thank you again for everything you did for me and also for the stuff you are still doing :D

Efe Ertuna
Erasmus student

www.ue.poznan.pl



See you at

PUEB

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