

Specialization classes according to the selected specialization field/area

Project Management

1. IT Quality and Metrics in IT Projects
2. Methods and Tools of Project Management
3. Advanced IT Project Management

Business Process Analysis

1. Business Intelligence on SAS platform
2. Implementations of Enterprise Management Support Systems
3. The Use of MS Excel in Business Analysis

E-commerce

1. CRM Systems
2. Advanced Technologies in Internet Trade
3. Online Marketing

IT Systems Implementation

1. CRM Systems
2. Implementation of Enterprise Management Support Systems
3. Advanced Project Management

IT Quality and Metrics in IT Projects

The aim of the course is to familiarize students with the issues of quality and measurements in IT projects. On completion of the course the student should be able to construct metrics for processes and products of IT projects, thus meeting standards of the IEEE group.

Methods and Tools of IT Projects

The goal of the course is to acquaint students with chosen project management methodologies and selected IT tools used to support various aspects of project PRINCE2, Scrum, MoR risk management methodology; Kanban.

Other Topics: Project Management Office; Distributed team management, SLA, Subcontractors, Outsourcing.

Advanced Project Management

Presentation of advanced issues related to project management and the place of the project in the company's activity. The aim is to understand different ways of organizing work and the conditions related to the selection of these methods.

Sample topics of classes: Organization of project teams; management using the critical chain method; Leadership, communication planning in the project team; knowledge management in the project; acceptance, implementation and post-implementation support of project results on the example of software; project portfolio management.

Business Intelligence on SAS platform

Development of knowledge and skills related to the theory and practice of working with Business Intelligence tools on the example of the SAS Viya platform. Students acquire knowledge of advanced analytics (predictive, network, text, path analysis) and data manipulation techniques in the programming process. Programming exercises in the SAS Studio and SAS Analytics applications.

Implementations of Enterprise Management Support Systems

The aim of the course is to familiarize students with the process of implementing IT systems supporting management in enterprises. The methodology and stages of implementing IT systems are presented, including: analyzing the needs of the organization, proposing solutions to improve, defining requirements and designing IT solutions that optimize the implementation of business processes. In addition, the subject includes issues related to system configuration and assessment of implementation effectiveness.

The Use of MS Excel in Business Analysis

The aim of the course is to introduce, discuss and acquire practical skills in the use of MS Excel spreadsheet and POWER BI in business analysis. The course will present issues related to the use of MS Excel, POWER BI software for:

- performing advanced calculations, analyses, comparisons and presentation of data
- using the Solver add-in for optimization
- preparing managerial dashboards presenting data

- using DAX functions

CRM Systems

The aim of the course is to provide theoretical and practical knowledge on the use of CRM class IT systems in customer relationship management, understanding the role of the CRM system in the business strategy of economic organizations, as well as practical use of this knowledge in creating one's own CRM system. In addition, to provide knowledge on business process modeling, to familiarize with methods and tools used in business process modeling. Analysis and modeling of business processes.

Online Marketing

The aim of the course is to familiarize students with the most important tools, strategies and trends used in modern internet marketing. The classes cover practical issues in the field of SEO, SEM, Google Ads, content marketing, web analytics (including Google Analytics), social media, AEO (Answer Engine Optimization) and the use of AI in content creation and data analysis. Participants learn to plan, implement and optimize marketing activities taking into account the technical, organizational and social aspects of e-marketing.

The main goal of the course is to develop a final project - a marketing plan for a selected company or brand. The project should integrate selected elements discussed in class, such as SEO/SEM strategies, advertising activities in Google, content creation, analytics, crisis communication or presence in social media.

The classes are practical and workshop-based, and students work individually or in groups on their own marketing concepts based on real tools and data.

Advanced Technologies in Internet Trade

The subject is intended to familiarize students with advanced issues related to the construction of Internet applications, in particular in commercial activities - with security, design and implementation of interfaces for Internet applications and issues related to e-commerce. Other examples of issues include: development, test and production environments; handling payments on the Internet; implementing e-commerce applications.

For the selected specialization area, the Student also completes classes from Seminar 1 and Seminar 2 – diploma project.