



INTERNATIONAL MBA IN STRATEGY,
PROGRAMME AND PROJECT MANAGEMENT

*MBA is not only
the education...*

...but values we bring together

The Gdansk University of Technology International MBA in Strategy, Programme and Project Management

An internationally-accredited MBA with the distinction of providing its graduates with knowledge, tools and skills for success as a strategic business leader.

- One of only 5 out of 60 MBA programmes in Poland with AMBA- accreditation.
- An MBA that is particularly suited to the needs of small and medium-sized enterprises as well new endeavours and corporates
- An MBA that is constantly being updated to reflect the latest ideas and developments in the international business sector.
- An MBA that is co-delivered by academics and practitioners: academics who are leaders in their fields of management and economics and practitioners with great track records in entrepreneurship, innovation and business development.
- An MBA that connects you with others who can help you and your business thrive
- An MBA that also offers the opportunity to obtain an additional specialist qualification in Programme and Project Management
- An MBA where you will form new business associates and friendships to support you for life.
- An MBA that will constructively challenge the way you think and act at work.
- An MBA that will inspire fresh ambitions and set new horizons for your career.

If all this sounds right for you, find out more by contacting:

dr Barbara Stepnowska

MBA Director

Barbara.Stepnowska@zie.pg.gda.pl



TRADITION AND PRESTIGE

GDAŃSK

One of the largest cities in northern Poland, well connected with neighbouring Gdynia, Sopot and the entire region. The Baltic Sea coast is only 6 km away from the monumental Main Building of Gdańsk University of Technology.

TRADITION...

- Gdańsk is located in the Pomeranian district by the Baltic Sea
- Gdańsk is one of the first Hanseatic cities in Europe with its culture and unique atmosphere
- It has long tradition and international prestige

○ Gdańsk is a city of freedom

August 1980, Strike in the Gdańsk Shipyard, led by Lech Wałęsa, and the rise of Solidarity are some of the events that captured the hearts of millions of people and changed the course of history.



More than 1000 years old



23 km of beautiful beaches



85 airline destinations



Over 2 million people visiting
Gdańsk per year



671 km of bicycle routes





Gdańsk University of Technology

...AND PRESTIGE

We are among the 800 Best World Universities

GUT and only nine other Polish universities are listed by the Times Higher Education World University Rankings. The ranking is based on the following factors: citations, industry income, international outlook, research and teaching.

We are one of the best European Technical Universities

Since October 2015, GUT has belonged to the Conference of European Schools for Advanced Engineering Education and Research (CESAER) – an organisation of the best European technical universities. Presently, CESAER includes more than 50 universities in 24 countries. GUT is the 3rd Polish university among these.

We Are One of the Most Popular Universities in Poland

For the fifth time in a row GUT is in 3rd place in the Polish Ministry of Science and Higher Education ranking of universities which prospective students choose most often.

Over 120,000 Graduates

GUT has a long academic tradition. In 2004 it celebrated its 100th anniversary. Since 1904, over 120,000 well-educated young people graduated from our university.

We are one of the most beautiful universities in Europe

According to the World University Rankings GUT was placed on 6th position of the European universities. The ranking appreciated a range of architectural styles of GUT Main Building and many statues and symbols around the campus.

GUT was granted the ELSEVIER Research Impact Leaders 2018/2019

It is an award for its widely recognized scientific publications, which combine social and technical sciences. Factors taken into consideration include the citation index, the number of publications in the most prestigious journals and the contribution of international authors.

The Highest International Level of Business Education

MBA studies at GUT have been awarded the international Association of MBAs (AMBA) certificate. This accreditation guarantees the highest quality of education. Only 2% of universities throughout the world have obtained such a distinction!



The mission of the GUT MBA is:

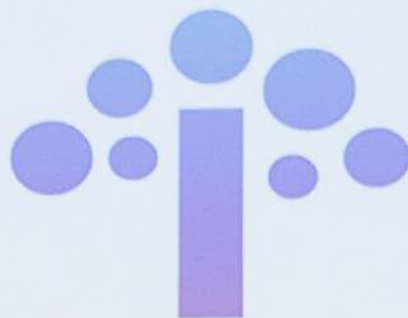
- provide masters level executive education, to fulfil the needs of industry order of the day and increase the value of educated talent pool as well as to meet the needs of managers in a wider international business environment.
- connect talents in order to develop effective leaders and entrepreneurs, to have the significant impact on the growth of industries and economy through values-led experience.

MBA
Mission



Features

- **Tradition and prestige**
Technical University with business school competences.
- **AMBA Accreditation**
International quality validation.
- **Internationalisation**
Multicultural MBA cohorts, academics, and business and industry professionals.
- **Dynamic framework**
Based on four key pillars: Strategic Thinking, Operational Excellence, People Management & Self-Development and Foundations.
- **Talent diagnosis and competence development**
Opportunity to develop competences and deepen knowledge about personal preferences.
- **Business networking**
Networking opportunities and direct contact with entrepreneurs, business and industry.
- **Executive MBA**
A generalist MBA programme but with a particular focus on strategy implementation through programme and project management.
- **Flexible MBA delivery mode**
The part-time/modular Executive MBA sessions are held once a month on a Friday, Saturday and Sunday.



[DIGITAL]
INNOVATION HUB[®]
FOR HUMANITIES
ENABLERS FOR PEOPLE & SOCIETY
INNOVATIONS/TECHNOLOGY/EDUCATION

www.mba.pg.edu.pl/hub



AMBA Accreditation

Being a graduate of a study programme with such accreditation ranks both the graduates and the programme itself much higher than programmes without accreditation, because the AMBA certificate guarantees the high quality of the programme.



The Association of Masters In Business Administration –a London-based international organisation dating back to 1967–has awarded its accreditation to 200 schools in 70 countries. In Poland, only five universities have achieved this.

The accreditation is not awarded forever – the Association monitors all its programmes and requires verification in subsequent years. The accreditation makes it possible to participate in international rankings of programmes, which in turn pertains to further internationalization both of the MBA programme and the university.



Rankings



2019 Top 19 Executive MBA in the world, QS Ranking

MBA GUT Programme was ranked in the international QS ranking as the only one from Poland. The Programme was ranked 19th globally and 10th in Europe in the category Executive Profile Ranking.



1st place for the best MBA programme in northern Poland

According to the ranking developed by the educational monthly Perspektywy, entitled: "The best MBA programmes in Poland 2018", our MBA programme is the best in the northern part of Poland.



2018 Top 10 MBA

According to the ranking of the monthly magazine Perspektywy.



2nd place for the best MBA programme in the category: students

The assessment was based on students opinion regarding: professional experience, students in managerial positions, participation in study foreign students, recruitment selection, multiculturality, financing of studies by employers.



Top 10 for the best MBA programme in category: alumni

This nomination was awarded by alumni opinion. They evaluated: substantive value of the programme, quality of teaching staff, and benefit assessment of the diploma obtained.



6th place for rank and prestige MBA programme

The following issues were assessed: accreditations, prestige of the programme, range of diploma.



TOP 9 for substantive qualities of the MBA programme

The following features were evaluated in this category: curriculum (core knowledge), language of lectures, requirements for completing studies, participation of business representatives during studies, total number of lectures, foreign delegation during MBA programme, compulsory classes at a foreign university.

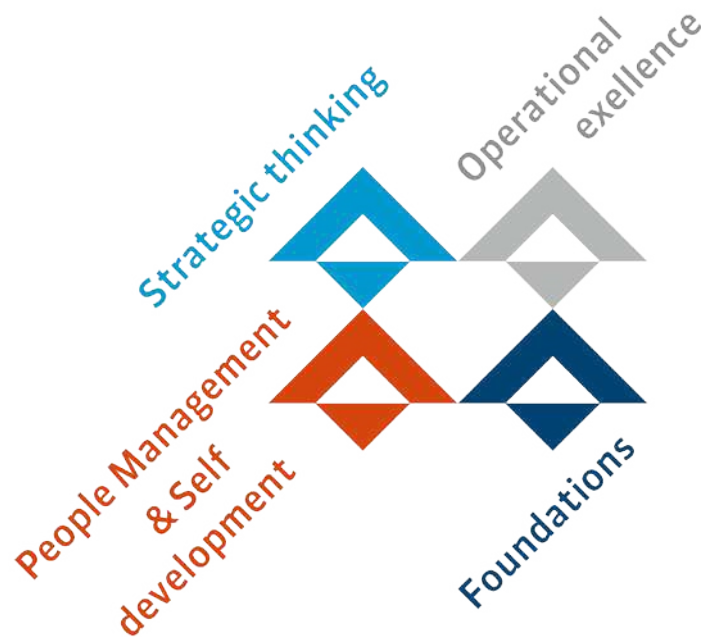
"Businessman" magazine awarded MBA programme organized by Gdańsk University of Technology with prize, Business Master 2016 in the category Education.

OTHER SUCCESSES



MBA Pillars

The Programme of MBA is designed to promote integration of business and management disciplines, by providing top academic knowledge, hands-on experience, and by developing managerial competences as well as leadership skills. Strategy implementation, through applied programmes and projects, turning theory and principles into practice, is at the heart of the programme.



Strategic thinking

The outcome of this theme is recognising the essence of strategic thinking and the application of the latest strategic insights and approaches, in addition to the practical tools used in organisations. The compilation of subjects within the domain cover why strategy matters in helping organisations gain and retain a competitive advantage in today's marketplace. The main goal of the Strategic Thinking Pillar is to develop students' mindsets by delivering effective strategic foundations for a sound decision-making.

The Strategic Thinking pillar integrates the importance of leadership in strategy implementation and the significance of the human impact on organisational changes. It highlights the need for talent management and personal development in the strategic realm.

Modules

Strategic Leadership ■ Strategic Management ■ Marketing and Business Model ■ Risk Management ■ Change Management in Digital Transformation

Competences and learning outcomes

- Lead themselves and others to achieve organisational goals and contribute effectively to a team environment
- Think critically and make decisions based on complex information
- Maximise resources for the benefit of organisations and society
- Know and understand organisations and their stakeholders
- Integrate functional knowledge and apply strategic management skills at a senior level for changing business environments
- Operate effectively in cross-cultural settings, understanding the importance of globalisation
- Understand the complexities of business ethics in a global environment and act with integrity
- Analyse complex data, understanding the financial implications of managerial decision-making
- Enhance their careers and their commitment to lifelong learning

People Management & Self development

This approach enables students to understand their managerial talents, apply continuous professional development, and acquire leadership skills while taking responsibility for their own personal development. The pillar of People Management and Self-Development guides participants in how to turn the competencies of a group of people into a highly productive and performing work team, how to resolve conflicts, and how to use collaborative and inspirational communication to implement business strategies. The compilation of subjects aims to foster and facilitate team spirit and establish an organisational culture that engages people, develops human capital and strengthens business relationships, where the objectives of the organisation and the individual are realised.

This dimension enables the broadening of knowledge and cognitive gains, develops personal competencies, and fosters soft skills associated with communication, presentation, interpersonal problem-solving, negotiations and people-oriented leadership.

Modules

Team Building ■ Managerial Talent Diagnosis ■ Business Communication ■ Business Negotiations and Conflict Resolution ■ Human Capital Management ■ Presentation Skills ■ Pitching Session

Competences and learning outcomes

- Lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment
- Think critically and make decisions based on complex information
- Maximise resources for the benefit of organisations and society
- Operate effectively in cross-cultural settings, understanding the importance of globalisation
- Understand the complexities of business ethics in a global environment and act with integrity

Operational excellence

In today's competitive global marketplace, operational excellence is one of three essentials for success and the key to global business competitiveness; the other two are customer intimacy and product leadership. The Operational Excellence pillar focuses on the efficient application and implementation of strategic goals and objectives throughout an organisation. It establishes the importance of change management and continuous improvement implementation, to leverage operations and to achieve business growth and maximise the value an organisation creates and delivers. In such an approach, stream value management, lean process improvement and project management methods, traditional and agile, are vital steps toward achieving Operational Excellence. The Operational Excellence pillar also highlights the importance of talent transfer to create a flow of expected value to the customer through efficient processes. The Operational Excellence pillar aims to develop business-minded operational experts who can enhance value for a business, by supporting operational change.

Modules

PM mindset guidance • Lean Management and Value Stream • Creativity, Innovations and Entrepreneurship • Strategic Project Management and Analysis: PRINCE2™ Agile – Foundation • Agile PM – Foundation • Operational excellence applications

Competences and learning outcomes

- Lead themselves and others in the achievement of organisational goals, and contribute effectively to a team environment
- Think critically and make decisions based on complex information
- Maximise resources for the benefit of organisations and society
- Know and understand organisations and their stakeholders
- Integrate functional knowledge and apply strategic management skills at a senior level in changing business environments
- Operate effectively in cross-cultural settings and understand the importance of globalisation
- Understand the complexities of business ethics in a global environment and act with integrity
- Analyse complex data and understand the financial implications of managerial decision-making
- Enhance their careers and their commitment to lifelong learning

Foundations

This pillar creates a coherent and solid base for further progress into the entire MBA Programme. It develops and fosters a substantive, contextual and critical understanding of the nature and effect of principles relating to key areas such as economics and law, and finance and accounting; the fundamentals for strategic decision-making. It consists of five modules that combine theoretical knowledge with practical approaches to analysing problems. The Foundations pillar also highlights the role of values and ethics, which are essential in leading contemporary business organisations, and covers the important field of corporate social responsibility, which is becoming an important competitive advantage in customer and employment markets.

Modules

Introduction to Academic Standards • Business Economics • Business Law • Financial Accounting • Management Accounting for Enhanced Decision - Making and Control

Competences and learning outcomes

- Become acquainted with the fundamental standards of academic activity
- Think critically and make decisions based on complex information
- Maximise resources for the benefit of organisations and society
- Know and understand organisations and their stakeholders
- Integrate functional knowledge and apply strategic management skills at a senior level in changing business environments
- Operate effectively in cross-cultural settings
- Analyse complex data and understand the financial implications of managerial decision-making
- Understand the mechanism of the modern market economy and the importance of global trends for business
- Analyse complex financial data and evaluate firm risks, managerial decisions, the firm's strategic orientation, and its overall operating performance
- Creating new mind-sets with respect to the perception of law in the business environments of business ethics in a global environment and act with integrity

MBA COMPETENCE MODEL

One of the most important assets of an organization is currently the competencies of its employees. To visualise that GUT MBA program reflects the competencies expected by contemporary and future organizations, the MBA Competence Model was designed. It refers to four pillars and presents major knowledge, skills and values delivered in the process of implementing subsequent program modules.

MBA Competence Model consists of three factors that together present a broad, coherent portfolio of competences delivered under the program:



AREA OF KNOWLEDGE

presents a wide range of knowledge that we provide as part of the MBA program and includes:

1. Managing processes and the financing of production, marketing and business enterprise;
2. Accounting, quantitative methods, management information systems;
3. Organisation theory, behaviour, HRM and interpersonal communications;
4. Management at the operational and strategic level;
5. macro and micro economics;
6. Business research methods and consultancy skills;
7. Legal systems;
8. Ethical aspects;
9. Technological change;
10. The impact of risks;
11. Managing change;
12. Business policy and strategy;
13. Leadership and entrepreneurship;
14. Impact of sustainability, ethics and risk management;
15. Creativity, enterprise, innovation, e-commerce, and knowledge management;
16. The international dimension and globalisation.

AMBA COMPETENCES AND LEARNING OUTCOMES

confirms we identify with the requirements of AMBA by developing our students competences like:

1. Leading themselves and others;
2. Thinking critically;
3. Maximising resources;
4. Understanding organisations and their stakeholders;
5. Integrating functional knowledge and strategic management skills;
6. Operating in cross-cultural settings;
7. Understanding business ethics and acting with integrity;
8. Understanding the financial implications of decision-making;
9. Lifelong learning.



GUT & FME MISSION

emphasizes the program links with the values of the prestigious Gdańsk University of Technology and the four modules we offer covers competences like:

1. Participation in Knowledge Society development;
2. Partner-like relationship;
3. Ethical, civic and social attitudes;
4. Management and engineering skills;
5. Self-adaptation to the fluctuating challenges of economy and global market;
6. Preparation for dynamical changes on labour market;
7. Innovations.

Peer to peer & case study

Creativity, Innovations & Entrepreneurship

MBA students were challenged during 3 days module to develop their own start-up defining their common Fertile Ground, using Design Thinking to identify business opportunities based on customer pain validating them on their Market Attractiveness by using several assessment models. Regular pitching sessions have challenged their capacities of story-telling and working under time pressure teamwork and project management were essential to succeed.

At the end we had 4 start-up ideas with detailed presentation and some prototypes of the products and services! All were focusing on impact and purpose showing how social entrepreneurship and humanities are central on the agenda of individuals.

Alain Heureux – MBA lecturer, Trainer in Creativity, Innovation and Change, Brussels, Expert in EU 2030 High-Tech Skills Workgroup from European Commission (DG Grow), GUT MBA Advisory Board.

CREATIVITY, INNOVATIONS & ENTREPRENEURSHIP



Learning
by doing

- Peer-to-peer
- Case study
- Hands-on
- Capstone projects
- Study tours



MBA STUDY TOUR – BARCELONA INSPIRATIONAL SAFARI

Study tour

In May 2019, some 25 participants from the MBA Program, Managers and Alumni from the Gdansk University of Technology participated to the first Inspirational Safari. The idea is to Inspire MBA participants in Gdansk and beyond confronting their thoughts with what is going on in Creative and Innovative initiatives. There were variety of visits from Cultural, Entrepreneurial and Disruptive concepts meeting with their founders who are reinventing Europe today in their own city or region. Gaudi is proposing us the most impressive work of Open-Innovation whilst the Cyborg Foundation are confronting us with new ideas animating a young generation of adults. The multiple helix has a crucial role to reinvent our society and we hope we can inspire more MBA participants throughout Europe ensuring we are developing the Leaders of tomorrow developing hard- and soft skills in their journey.



Learning by projects

- Projects that bring social value
- Projects combining technology with social needs
- Building archipelagos of various competences
- Innovative social projects
- Practical work for others
- Mutual learning
- Learning social entrepreneurship

CAPSTONE PROJECTS

MBA spin-off "Telescope" Barcelona 2019



Business Connection



May 2016 - Conference Economy/Culture/Values – “How much is enough?”

Scientific conference with participation of Professor Lord Robert Skidelsky with the speech titled: “Keynes’s General Theory after 80 years”.

March 2017 - Conference: Firm-Idea: real challenges, intangible values

Conference was a part of preparation for Open Eyes Economy Summit 2017. Organized on the initiative of the Advisory Board of the Faculty of Management and Economics. Lawyers, economists, business practitioners and scientists exchanged experiences and views on new management concepts. Over 250 people attended the debate.

March 2018 - Conference Competitive Education – “University Idea. Digital Transformation”

During the conference was power speech „How making Future Generations Future – Proof by investing in Creativity and Curiosity” by Alain Heures for Brussels Creative and Creative Ring as well as Oxford-Style debate with motion: “Higher education prepares students for living in a non-existent world” with participant of prominent personalities from the business and education.



Intel and GUT MBA in Strategy, Programme and Project Management have been shortlisted to the final 4 for MBA Employer and Business School Partnership Award.

During the MBA programme, the events are linked with appearances from prominent figures from the world of science and business, including Nobel Prize winner in Economics Prof. Oliver Williamson (Theory of Resolving Corporate Conflicts), Mario Raich (Innovations, ESADE Barcelona) and Prof. Elżbieta Mączyńska. The Economics/Culture/Values and Competitive Education conferences, jointly organised by the Consultative



Council of the Faculty of Management and Economics and the Programme and Scientific Council of the MBA, have a permanent place in the calendar of events.

The Competitive Education seminars, with the participation of eminent figures from the world of science and business, build continuous relationships with businesses and assure the quality of education. They are an excellent way to indicate trends and show how this impacts employers and the labour market.

Business networking

Gdańsk University of Technology is not only a source of knowledge, but also inspiration. The MBA programme at GUT enables alumni to take part in important events that open their eyes and minds to trends in the economy. Graduates who are trend-conscious, creative, and equipped with the latest knowledge and the ability to learn are a valuable asset for companies – and even more so for the economy.

Alumni of the International MBA programme in Strategy, Program and Project leave GUT not only equipped with the knowledge and contacts, but also unique personal competencies. Such skills include teamwork, joint implementation of new ideas, finding oneself in the world of ever-changing management.

Our MBA programme does not end at the moment of receiving the diploma. We engage alumni in various activities and enable further training, provide opportunities for making new friends and track trends in various industries. For this purpose they can join our activities and use dedicated services:

MBA's Creative Evenings

– regular and interactive meeting of MBA's alumni and lecturers. It provides opportunities for the participants to share insights, to acquire new knowledge from the presentation as well as network their experiences.

Alumni platform

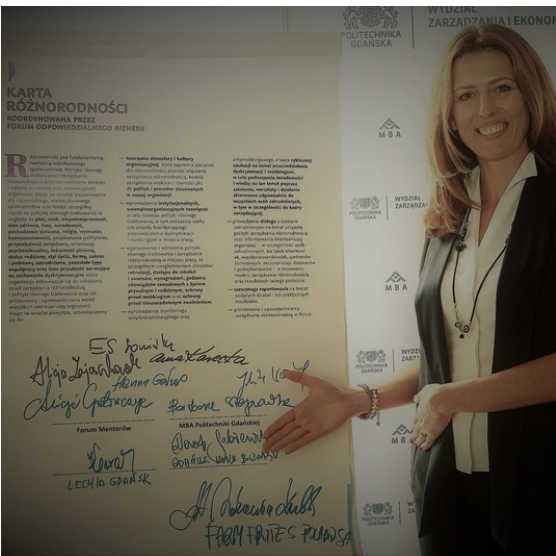
– available on the MBA website:

mba.pg.edu.pl/mba-alumni when they can find news concerning opportunities for self-development.

A commitment to sustainability

The MBA programme supports local entrepreneurship activities as well as various international educational and social initiatives. There are partnerships with NGOs such as The Responsible Business Forum (FOB) which contribute directly to the ideas of sustainable development, and equal access to education as well as sharing entrepreneur experience.

The GUT MBA is as signatory of The declaration on counteracting discrimination in the workplace and being open to the diverse needs of all employees, making it the first such MBA programme in Poland and by a Public University to act upon the Diversity Charter. This empowers and encourages the programme to be a leader in the field of equality and diversity within a postgraduate studies context and to promote progress on these important societal agendas.





4th Gdańsk Marathon with two MBA relay teams

Two relay teams composed of students, alumni and staff of the GUT MBA Program participated in the marathon. This is testimony to the extraordinary bonds that are established during the studies and which strengthen after the graduation.

CONTACT

1 to 1 visit

In order to apply, candidates have to go through simply 5 point procedure. There is also a possibility to arrange special one-to-one visit to the Gdańsk University of Technology MBA Programme.

We are always happy to meet with you on an individual basis throughout the year. We would be delighted to show you around the Gdańsk University of Technology campus and arrange one-to-one meetings with the MBA Director, in addition to informal meetings with current students, to learn about their student experience and ask any questions you might have.

How to do that?

Go to our website:

mba.pg.edu.pl/admission/#visit

Faculty of Management and Economics
Gdańsk University of Technology
Traugutta Street 79, room 404
80-233 Gdańsk, Poland

phone: +48 58 348 63 55

phone: +48 51 784 93 32

e-mail: mba@zie.pg.edu.pl