



GDĄŃSK UNIVERSITY  
OF TECHNOLOGY



**MBA**

**INTERNATIONAL MBA IN STRATEGY,  
PROGRAMME AND PROJECT MANAGEMENT**



INTERNATIONAL MBA IN STRATEGY,  
PROGRAMME AND PROJECT MANAGEMENT



*MBA is not only  
the education...*

*...but values we bring together*

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## MBA PROGRAMME

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

The Gdansk University  
of Technology (Gdańsk Tech)  
International MBA  
in Strategy, Programme  
and Project Management

- One of only 7 out of 92 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 lets you to recognize and develop your managerial talents and 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.
- An MBA that is focused on creating value for other companies, societies and humanities.

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

Beata Krawczyk-Bryłka, PhD  
MBA Director  
mbadirector@pg.edu.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



Top 5 in Destinations on the Rise in the world - Trip Advisor (2018)  
Gdańsk is the best assessed Polish city in Quality of Life Index (2019)  
Gdańsk is the best city to live in Poland – by Numbeo (2019)



Gdańsk  
University  
of Technology



## ...AND PRESTIGE

### We are among the 800 Best World Universities

Gdańsk Tech 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

Gdańsk Tech 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. Gdańsk Tech is the 3rd Polish university among these.

### We Are One of the Most Popular Universities in Poland

For the fifth time in a row Gdańsk Tech 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

Gdańsk Tech has a long academic tradition. In 2021 it celebrated 117th 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 Gdańsk Tech was placed on 6th position of the European universities. The ranking appreciated range of architectural styles of GUT Main Building and many statues and symbols around the campus.

### Gdańsk Tech was granted the ELSEVIER Research Impact Leaders 2016

It is 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

International MBA in Strategy, Programme and Project Management at Gdańsk Tech 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:

- to 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.
- to 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 & others**  
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.



- **MIND STIMULATION**  
Intellectually engaged  
Open minded  
Courage to change the world  
Think out of the box
- **RESILIENCE**  
Curiosity  
Creativity  
Fun & passion  
Rebel talents

- **ADAPTABILITY**  
Be beyond yourself  
New ideas-openness
- **BEAUTIFUL RELATIONS**  
Respect others  
A collaborative attitude  
Diversity  
Friendship  
Sharing is caring  
Internationalisation





## AMBA & CEEMAN

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 286 schools in 60 countries. In Poland, only seven 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.



Accreditation was awarded for a high level of internationalization in the area of education and staff; the Faculty's commitment to cooperation with the institutional and business environment, as well as high-quality education and research.



## 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.



### 1<sup>st</sup> 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.



### Top 10 for the best MBA programme in category: alumni

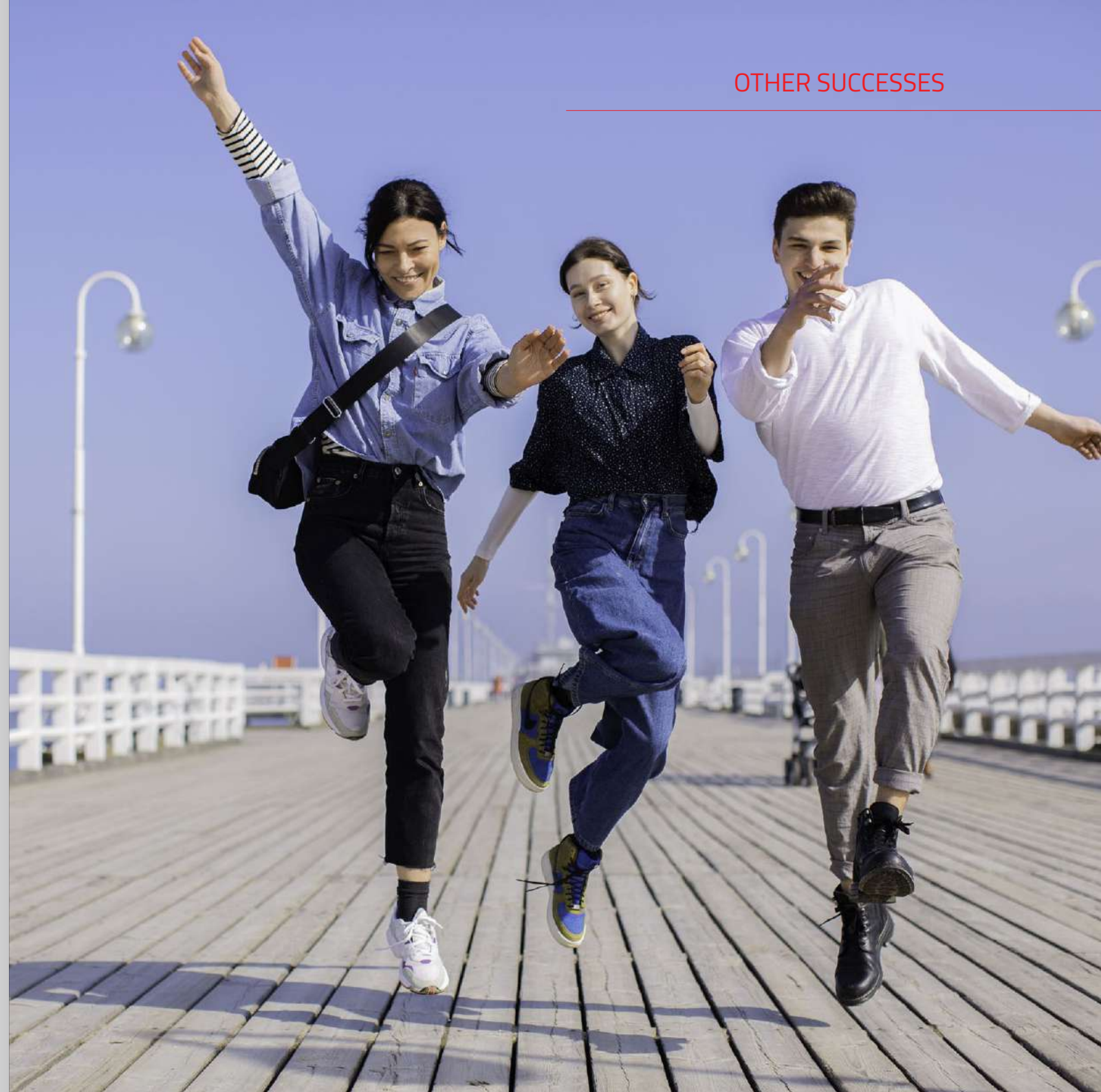
This nomination was awarded by alumni opinion. They evaluated: substantive value of the programme, quality of teaching staff, and benefit assessment of the diploma obtained.



### 6<sup>th</sup> place for rank and prestige MBA programme

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

## 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.



### DYNAMIC FRAMEWORK

#### 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

#### 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 ■ Operational and Business Excellence ■ Innovations and Entrepreneurship ■ Strategic Project Management and Analysis: PRINCE2™ Agile – Foundation ■ Agile PM – Foundation ■ Applying

### DYNAMIC FRAMEWORK

project and portfolio management methodologies for business strategy executions

#### People Management & Self development

This approach enables students to understand and apply continuous professional development and to acquire leadership skills while taking responsibility for their own personal development.

It guides participants in how to turn the skills of a group of people into a highly productive and performing work team.

Modules: Team Building ■ Managerial Talent Diagnosis ■ Business Communication, ■ Business Negotiations and Conflict Resolution ■ Human Capital Management ■ Presentation Skills ■ Pitching session

#### Foundations

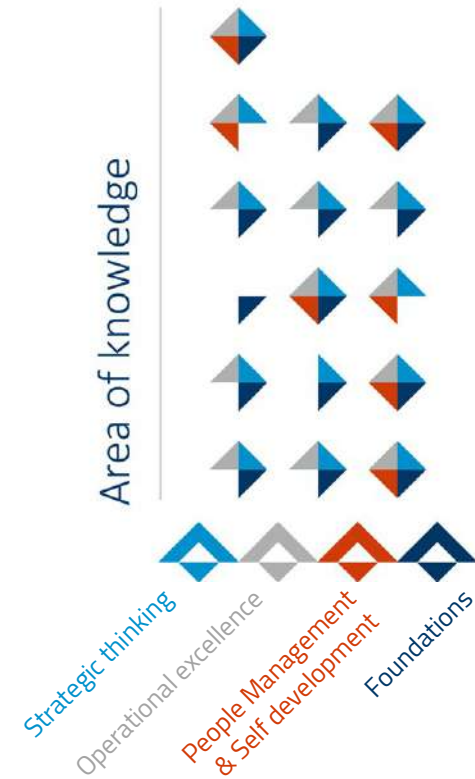
This pillar creates a coherent and solid base for further progress into the entire MBA Programme. It develops and fosters a substantive, contextual and critical understanding of the nature and effect of principles relating to key areas such as economics and law, and finance and accounting; the fundamentals 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

# 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 Competency 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.

# MBA COMPETENCE MODEL

## 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.





### Learning by doing

- Peer-to-peer
- Case studies
- Hands-on
- Study tours
- Hybrid learning
- Gamification
- Pitching sessions
- Reflective learning
- Capstone projects

On July 2021 students from XIII editions with MBA staff have launched the new Impact Project that aim is personal development and help for orangutans from Gdańsk ZOO.





In May 2019, some 25 participants from the MBA Program, Managers and Alumni from the Gdańsk University of Technology participated to the first Inspirational Safari. The idea is to inspire MBA participants in Gdańsk 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.

Study  
tour





## 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



MBA spin-off "Telescope" Barcelona during study tour





## Business Connection

### BUSINESS CONNECTION

#### November 2020 – The 5th edition of the Open Eyes Economy Summit

The director of the International MBA P Gdańsk Technology led a discussion in a special session entitled "Empathic leadership – management by values". Discussing about the new role of the leader and the meaning of the words #EMPATHIC LEADERSHIP as a sign of new times.

#### November 2020 - 13th edition of Eduniversal World Convention

The soft skills of the now, are the hard skills of the future: Key lessons and best practices from the COVID 19 crisis from the MBA Programme of Gdańsk University of Technology.

#### 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 Heureux 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 away 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 Gdańsk Tech 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 Gdańsk Tech 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:

### Let's play the MBA

This cyclical event is focused on networks between the participants of all the International MBA editions. Each meeting has its topic, concerning various areas related to effective leadership but the main part is playing. Playing cards? Playing the piano? Playing basketball? Playing a game? Let's play – let's get to know each other, let's develop together.

### 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.

### Alina Angielczyk

Managing Director at Hapag-Lloyd Polska

An interesting journey! Definitely worth the effort. The program of Strategic Leadership and Project Management had a very broad scope. The insight into new areas of business: existing and coming trends and ways to expand or improve further.

All topped off by great people on the lecturers' side, coming from international universities and business as well as the peers attending. A great 2-year experience that lasts beyond the years of study...

### Michał Bąk

Engineering Manager, Supercharger EMEA

Vehicle Group, Eaton Automotive Components

Working in a corporation, being in several roles, you get a chance to learn and experience a lot. But there is a time in your professional career when you start to look for an outside perspective and for the possibility to verify, challenge or refresh all your learnings and experiences. This is the time to consider an MBA course...

### Michele Fiorini

Deputy Chair, IET Council 2016-17, London, UK

Why an MBA, after studying engineering at PhD level? My honest answer is this: dealing with people is much harder than dealing with machines. However, a more elaborate and precise answer would be as follows: because the two fields of study are complementary to each other, thus allowing me to gain a better perspective on modern businesses...

### Alumni platform

– available on the MBA website:

[mba.pg.edu.pl/mba-alumni](http://mba.pg.edu.pl/mba-alumni) when they can find news concerning opportunities for self-development.

### Małgorzata Krzemińska

University of Cambridge, Cancer Research UK Cambridge

Institute Position: Scientific Computing Project Manager and acting Head of IT and Scientific Computing

I started my MBA studies in 2011 when I was running a translation agency. I did not have much in common with project management or information technology. New qualifications, knowledge and skills gained during my MBA studies have allowed me to change my career.

### Bartosz Zborowski

Service Manager

Follet Europe Polska

The last question from the MBA interview was: „Why did you choose our programme?’ At that time I replied, „Why not? It's a well-known school, and the new programme has excellent results. Besides, it's nearby.’ Two years later, and having now achieved my degree, I can offer a more elaborate answer.

I chose the AMBA-accredited MBA programme at Gdańsk University of Technology because it offered everything I expected when investing in my career development. Excellent English-medium modules, interesting international faculty members, a series of accredited training courses and great people: colleagues with whom we could share our knowledge and experience while conducting case studies. Each monthly meeting is a pleasure – and sparks curiosity about the new challenges we will face this time.



## A commitment to sustainability

### Impact project

Impact Project is conducted through gamification that aims on development of personal competences of each student in four pillars: Strategic Thinking / People Management & Self-Development / Operational Excellence / Foundations.

Students will complete the 36 tasks at any time, individually exceed the thresholds for which will receive interesting rewards. If they collect the right number of bananas with the group, they'll adopt the couple of orangutans – representatives of endangered species – from the Gdańsk Zoo – Raja and Albert!

### Innovation Hub for Humanities

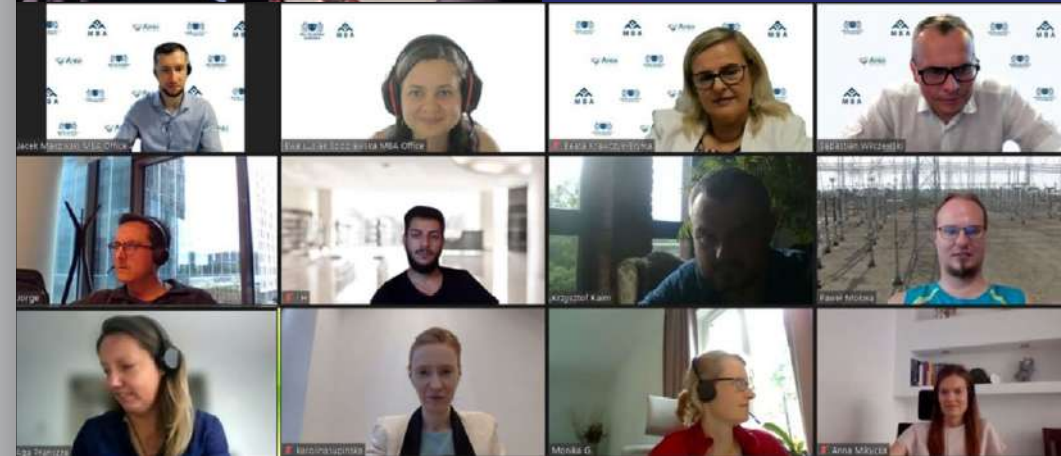
Initiative which aims to integrate the business and educational environment supporting community service projects. Its practical sphere fulfil International MBA students' projects – Capstone Projects, which are designed not only to solve business problems, but also to contribute to social innovations.



## NETWORKS

### 5th Gdańsk Marathon with two MBA relay teams

Alumni, lecturer and students took part in run associated with The World Athletics Half Marathon Championships 2020! This is testimony to the extraordinary bonds that are established during the studies and which strengthen after the graduation.



Let's play the MBA!



Success Stories of MBA Alumni

# 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.

## MBA Open Admission Meeting

You can join open meeting with the MBA Director, MBA Coordinator and one of the MBA lecturers to get knowledge about admission process and the whole MBA programme. The meeting is conducted during the recruitment time.

## How to do that?

Go to the our website:

[mba.pg.edu.pl/admission/#visit](http://mba.pg.edu.pl/admission/#visit)

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