

A close-up, profile view of a young man with dark hair, looking slightly to the right. He is wearing a dark blue sweater. The background is a gradient of dark green and black.

START-UP AND ENTERPRISE MANAGEMENT

**AT TISCHNER
EUROPEAN
UNIVERSITY (TEU)**

**NEW TECHNOLOGIES AND A
HYPER-DYNAMIC COMPETITIVE
ENVIRONMENT HAVE
RADICALLY CHANGED THE
CONCEPT OF THE COMPANY
AND THE WAY NEW VENTURES
ARE CREATED, RANGING
FROM MODELS, THROUGH
PROCESSES, TO NEW
PROFESSIONAL ROLES**

6 REASONS TO SAY YES TO STUDY START-UP AND ENTERPRISE MANAGEMENT

- Poland has one of the best-developed start-up ecosystems in Europe, outranking other countries of the region in regard to available funding, institutional support and broadly perceived opportunities for development of innovative enterprises
- Study at Kraków Technology Park – qualified specialists, the pro-innovative attitude and funds allocated to support entrepreneurs make it an important place on the European start-up map
- Experience studying in Kraków – a unique city in Europe with rich culture and history, but also extensive opportunities to work in international companies, including BPO, SSC, and Game Development
- You will test your business ideas during your studies
- You will study in an international environment and in atmosphere full of tolerance for diversity
- You will gain the independence in action and an opportunity for self-employment and life flexibility

NAME OF THE PROGRAMME:

BACHELOR OF START-UP AND ENTERPRISE MANAGEMENT

MAJOR: Strategic Management

STUDY DURATION: 3 years (6 semesters)

LANGUAGE OF INSTRUCTION: English

STUDY MODES: Full-time

WINTER INTAKE: Recruitment starts April 4th 2022 and lasts until September 30th 2022

FEES:

TUITION FEE FOR CANDIDATES FROM THE EU, EASTERN EUROPE AND CENTRAL ASIA 3000 EUR

APPLICATION FEE FOR CANDIDATES FROM THE EU, EASTERN EUROPE AND CENTRAL ASIA 100 EUR

TUITION FEE FOR CANDIDATES FROM OUTSIDE THE EU, EASTERN EUROPE AND CENTRAL ASIA 4000 EUR

APPLICATION FEE FOR CANDIDATES FROM OUTSIDE THE EU, EASTERN EUROPE AND CENTRAL ASIA 150 EUR

APPLY HERE: [LINK](#)

ABOUT THE PROGRAMME

Thanks to these studies, you will find out how to start a business, create products and services, develop a strategy, attract customers and investors and finally transform your idea into a profitable and sustainable business. During studies you will co-create your business models with you groupmates and industry professionals. The program focuses on the issues of innovation, creativity, entrepreneurship and management. We will guide you through the entire process of creating a start-up from the idea to the start of the business. As part of your studies, you will learn a number of tools and methods that help create a business idea and implement it in a way that will allow you to build a successful, strong and sustainable organization.

TEACHING AND LEARNING

The programme focuses on practical approach to teaching, reflected in the practice-orientated coursework. You will experience an active student learning in the form of seminars, design thinking workshops and problem-based projects, engaging your interests and enabling you to become autonomous and continuous learners. Assessment methods include: essays, reports, presentations and case studies, as well as capstone projects. Classes are held on week days in small cohorts to accelerate your learning process.

During these studies, we implement projects owing to which you will have the opportunity to experience an entire business creation and management process. The studies will provide information about innovations and start-ups in Poland and Europe. They will present the best practices in a network business such as marketing campaigns, crowdsourcing experiences and innovative solutions in e-commerce. The students will have an opportunity to meet Polish start-ups' creators. They will also participate in a start-up educational game, as how entrepreneurs arrive at the decision regarding their own start-up building and development.

PROGRAMME STRUCTURE

YEAR 1

- Management
- Economics
- Market analysis
- Sales
- Financial accounting
- Management accounting
- Marketing
- Digital Media & Communication
- Human Resources Management

- Business models
- Creativity and innovation in the organization
- Legal issues
- Forms of running a business, setting up a business
- Start-up building using the lean method
- Customer development method for building start-ups
- Successful start-ups

YEAR 2

- Big Data Management
- Digital Transformation
- Marketing & Finance.
- New Venture Business Plan
- Coaching and Mentoring
- Operational management
- Market research
- Canvas, MVP

- Strategy creation
- Start-up financing

YEAR 3

- Global Business Environment
- Building start-up culture
- Start-up pitching
- Star-up growth strategies
- Start-up development
- Diploma Project

CAREER OPPORTUNITIES

THE START-UP AND ENTERPRISE MANAGEMENT PROGRAMME WILL ENABLE YOU TO TAKE A HUGE STEP TOWARDS FINDING YOUR DREAM JOB

- Entrepreneur
- Company owner
- Start-up creator
- Consultant
- Business Development specialist
- Project manager
- Innovation Manager
- Start-up creator

ENTRY REQUIREMENTS

- Secondary School certificate (original document and sworn translation into English or Polish) with Apostille or legalized by the Polish Embassy (check the list of members of Hague Convention Abolishing the Requirement of Legalisation for Foreign Public Documents)
- English Certificate (which confirms knowledge of foreign language at least at B1 level or higher in accordance with the Common European Framework)





BENEFITS

OF STUDYING AT TEU



QUALITY EDUCATION
at affordable tuition fees



INTERNSHIP
at international companies



DIPLOMA
recognised worldwide



GREAT JOB OPPORTUNITIES
in global industries



STUDY PROGRAMMES
co-created with business: Adecco,
Alexander Mann Solutions, Ergo Design,
Project People, Artifex Mundi, Moonlit



MODERN TEACHING
strategies: strategic and simulation
games, live case studies, tutoring



PRESTIGIOUS CERTIFICATES
free for our best students



MOBILITY WITH EU UNIVERSITIES:
France, Spain, Portugal, Germany and others



COMFORTABLE CONDITIONS
and accelerated learning for working
students as well as those studying multiple
programmes at the same time



OPPORTUNITY TO STUDY
in Kraków Technology Park: a special
economic zone, technology incubator,
seed fund, investor one-stop-shop, clusters,
multimedia labs, research projects