

# Heritage, Art and Business **Intensive** **Programme**

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SPINAKER

Main objective

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A background network diagram consisting of a complex web of interconnected nodes and lines, rendered in a light gray color. The nodes are represented by small black dots, and the lines are thin gray lines connecting them. The network is dense and covers most of the right side of the image.A small icon in the top right corner, enclosed in a white square with rounded corners. It depicts a document with a magnifying glass over it, symbolizing search or analysis.

# 01

**MAIN OBJECTIVE**

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# Main objective

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The main objective of the project is **to increase** the level of internationalization of the University and its cultural openness, by intensifying the quality and availability of an innovative international educational offer that includes elements of popularization of Polish cultural heritage and art.

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**02**

**SPECIFIC OBJECTIVES**

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# SPECIFIC OBJECTIVES

## STUDIES

To raise the level of education in English-language studies by introducing modules that are innovative in relation to the University's current offer.





# SPECIFIC OBJECTIVES

## PROMOTION

Creating an additional element of promotion of the region and the country beyond their borders.





# SPECIFIC OBJECTIVES

## MOBILITY

To adapt the mobility of students to the current situation in the global education market.







# SPECIFIC OBJECTIVES

## RESEARCH

Expanding the spectrum of interdisciplinary fields of study and research.





# 03

## LIST OF PARTNERS

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# LIST OF PARTNERS

## PARTNERS

- Caucasus University, Georgia
- Global NARXOZ University, Kazakhstan
- Universum College, Kosovo
- Dzemal Bijedic University of Mostar, Bosnia and Herzegovina
- Baku Business University, Azerbaijan
- University of Elbasan "Aleksandër Xhuvani", Albania



# 04

## PLANNED EFFECTS OF IMPLEMENTATION AND SCHEDULE





# PLANNED EFFECTS OF IMPLEMENTATION AND SCHEDULE

Recruitment of students  
during visits in partner  
universities – CUE and Partners

Summer program  
in Krakow - CUE  
and Partners

**DEC 22**  
–  
**FEB 23**

**JUL 23**

**SEP**  
–  
**DEC 22**

**MAR**  
–  
**MAY 23**

Development of the new  
intensive program,  
advertising and didactics  
materials - CUE

Online courses -  
CUE and Partners



has been bringing together leading specialists and ambitious students,

The background features a complex network of grey lines connecting various grey dots, creating a web-like structure. In the upper right corner, there is a grey icon of a document with a magnifying glass over it, symbolizing search or research.

# 5,000 PLN

Each student will be awarded a scholarship of 5,000 PLN. Additionally, CUE covers the costs of accommodation and lunch during the participants' stay in Krakow.

# 05

## COURCES

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# COURSES



## ALTERNATIVE INVESTMENTS

Prof. MARCIN CZUPRYNA, PAWEŁ OLEKSY, PhD  
10 hours

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## ART GALLERIES AND AUCTION HOUSES

Prof. ELŻBIETA KUBIŃSKA, BARTŁOMIEJ BALAWEJDER, MA  
10 hours

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## ART LAW

JOANNA HAKLUK, MA  
5 hours

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## ON ART AND CURATING

MARGARITA VLADIMIROVA, MA  
25 hour

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# COURSES



## PERSONAL FINANCE

MACIEJ CYCOŃ, PhD, TOMASZ JEDYNAK, PhD  
10 hours

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## KRAKOW MUSEUMS – TRADITION AND MODERNITY

ANNA BUDZAŁEK, PhD  
5 hours

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## ART MARKET

Prof. ELŻBIETA KUBIŃSKA  
10 hours

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## ART BANKING

MATEUSZ FOLWARSKI, PhD, BARTŁOMIEJ BALAWEJDER, MA, RADOSŁAW CIUKAJ, MA  
10 hours

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# COURSES



## CULTURAL HERITAGE AND STAKEHOLDERS' MANAGEMENT

MACIEJ CYCOŃ, PhD, TOMASZ JEDYNAK, PhD  
15 hours



## EVENT MANAGEMENT

JUSTYNA DĄBROWSKA, PhD  
15 hours



## FROM MEDIEVAL TO CONTEMPORARY: THE ART AND ARCHITECTURE IN KRAKOW

MICHAŁ WIŚNIEWSKI, PhD  
10 hours



## POLISH CULTURE, HERITAGE AND HISTORY AND ITS CENTRAL EUROPEAN CONTEXT

MICHAŁ WIŚNIEWSKI, PhD  
10 hours

**TOTAL: 140 HOURS**



# THANKS

Does anyone have any questions?

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