

Krakow University of Economics



A University with a 100-year history of education



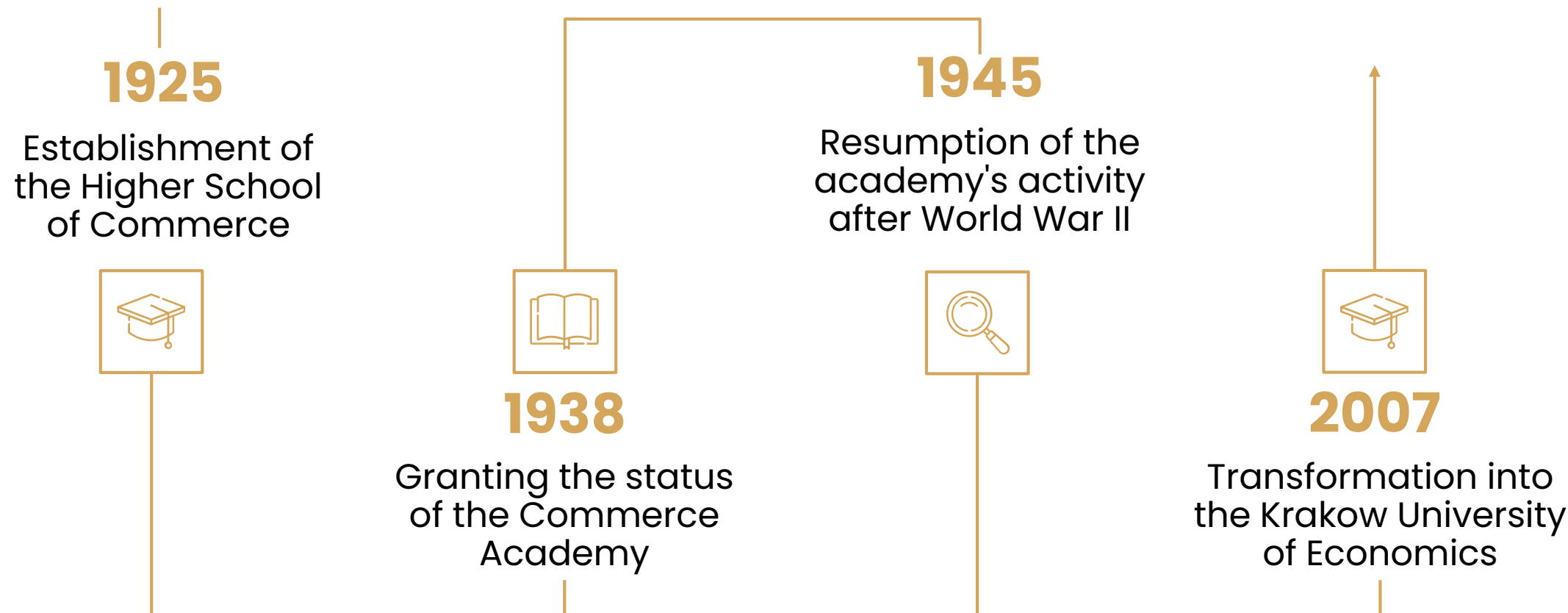
Overview



1. History
2. Mission and goals
3. The present day
4. Study programs
5. The Language Centre
6. Branches of science
7. Partnerships and International Cooperation
8. Collaboration with business
9. Social engagement

01 History





History



Since 1961, the University has held the authority to confer the academic title of *docent* and to conduct **habilitation** procedures. The first **doctoral studies** were launched in 1962.

The most recent and pivotal change in name and status took place in 2007, when the institution was granted **University rights** and became one of the five public universities of economics in Poland.

02

Mission and goals



Mission and goals



Rerum Cognoscere Causas et Valorem

Since 1925, the University has upheld the guiding mission: To understand the causes and values of things, to provide a universal education, and to combine professional knowledge with general knowledge of a methodological and theoretical nature.



The enduring nature of this commitment is affirmed by the 100-year history of the Krakow University of Economics.

Mission and goals



“I will strive to ensure that, through evolutionary changes, collaboration with all Members of the academic community, and by securing external support, our University becomes a place conducive to development — one that continuously supports its staff, students, and researchers in their undertakings and achievements.”

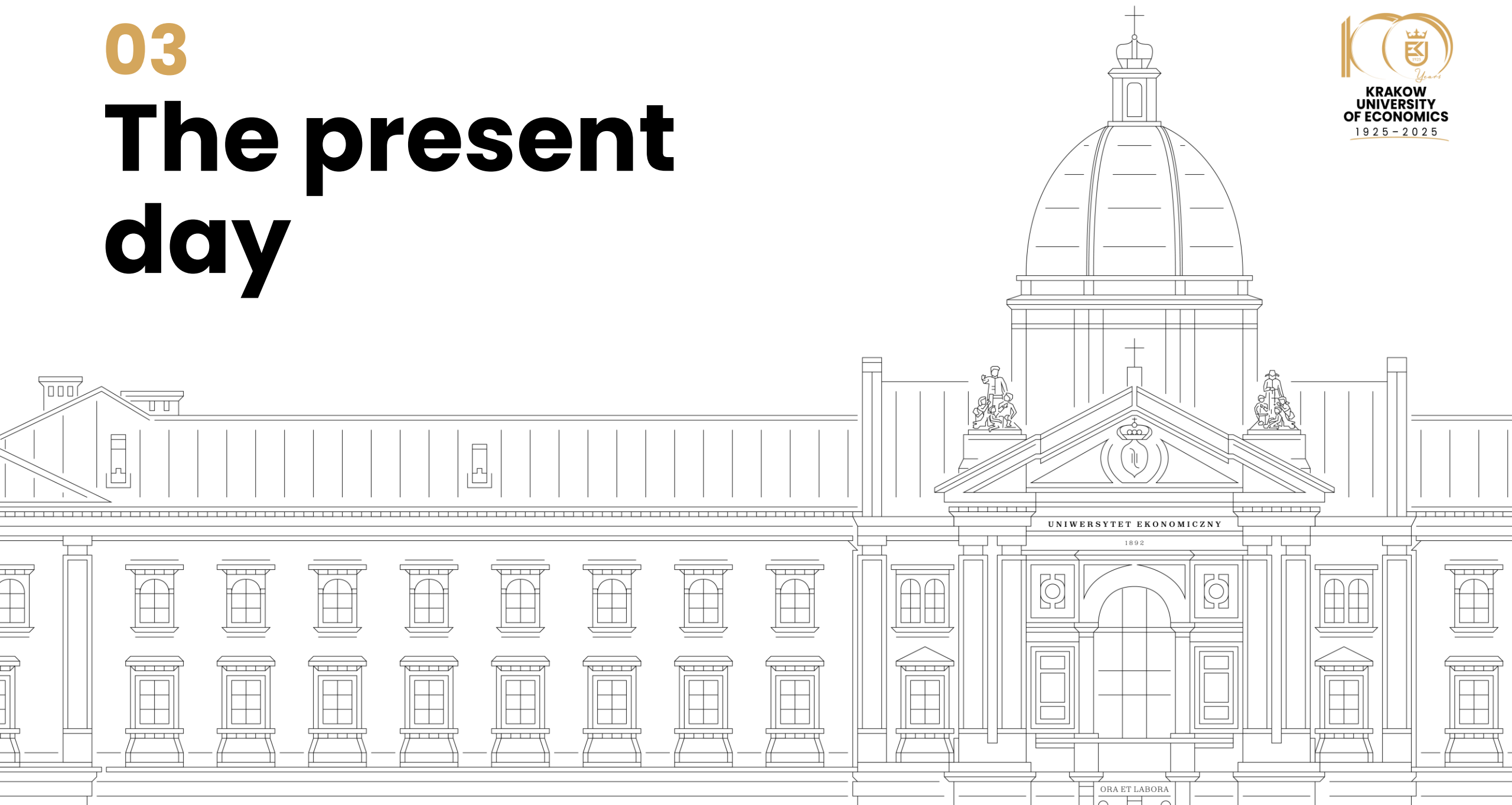


Professor Bernard Ziembicki

Rector of the Krakow University of Economics

03

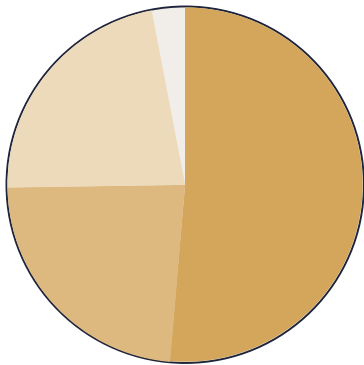
The present day



The present day



Lecturers



	Full Professor	23
	Associate Professor	187
	Assistant Professor	421
	MA	163

Students

Bachelor
studies



Doctoral
School



Master's
studies



KSB
Krakow School
of Business



~ 15,000 students

Colleges



The present day



The present day



The historical Old Town centre is a **10-minute walk** from the campus.



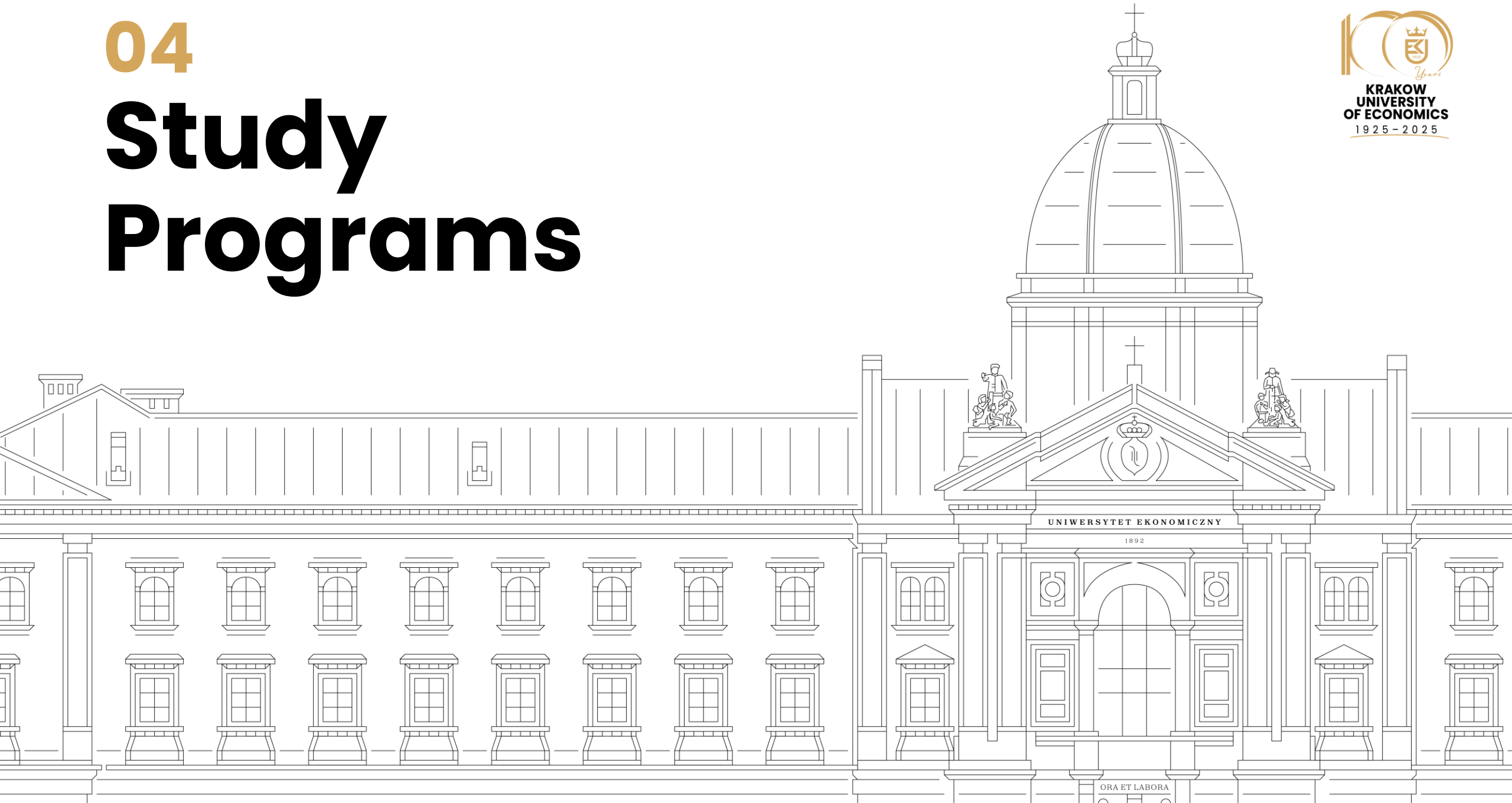
The KUE campus lies within easy access to regional, national and international transport – **bus and train station are just around the corner.**



The KUE campus offer **a range of teaching facilities** as well as a modern library, sports facilities, a number of cafeterias and canteen, Wi-Fi access, and more.

04

Study Programs





Study programs



Bachelor's Degree Programs

in Polish

Accounting and Controlling

Administration

Applied social science

Business development strategies

Computer science

Data science in social science

Economics

Economic Analytics

Entrepreneurship and Innovations in Economy

European Studies

Innovation in Business

International Economic Relations

International Relations

International Logistics

Investment and Economic Consultancy

Global business services

Human Resource Management

Law (unified master's studies)

Management

Marketing and Market Communication

Organisation and Management Engineering

Organizational strategy consulting

Production Management and Engineering

Product Innovativeness



Study programs



Bachelor's Degree Programs

in Polish

Project Management

Product Quality Engineering

Public Economy and Administration

Spatial Management

Tourism and Recreation

Transport and forwarding

Urban Studies

Finance and Accounting

Bachelor's Degree Programs

in English

Global Finance and Accounting

International Business

Computer Science

Modern Business Management



Study programs



Master's Degree Programs

in Polish

Banking and Risk Management

Economics

European Studies

Finance and Accounting

Public Economy and Administration

Spatial Management Applied Informatics

Innovation in Business Product Innovativeness

Logistics

Marketing and Market Communication

International Economic Relations

Organisation and Management – managerial studies

Entrepreneurship and Innovations in Economy

Accounting and Controlling

International Relations

Tourism and Recreation

Management

State and Territorial Self-Government Finance
Management

International Management

Project Management

Human Resource Management

Tax Consultancy

Public Finances in Digital Economy



Study programs



Master's Degree Programs

in English

Computer Sciences

International Business

International Studies

International Logistics

International Financial Management

Global Business Services

Global Human Resource Management

Global Finance and Accounting

Economic Diplomacy and Statecraft

ESG in Finance

European Banking and Insurance in Digital Environment

Modern Business Management

Public Economy and Administration

Financial Accounting Accredited by ACCA

Financial Analytics

05

The Language Centre





The Language Centre

of the Krakow University of Economics – an intercollegiate unit operating almost since the very inception of our University.

Over 80

Foreign language teachers

Since 2017

EAQUALS accreditation

Increasing the competitiveness of graduates



Learning two languages in most study programs



Adapting programs to the needs of specific departments



Advantages

LC provide education of the following **languages**:

- English (from B1)
- German
- French
- Spanish
- Russian
- Italian
- Chinese
- Polish for foreigners

From A1 to C1+ level

LC conduct **external exams** recognized worldwide:

telc
LANGUAGE TESTS

TEL
C



CCI PARIS ILE-DE-FRANCE

06

Scientific and research activities



🔍 Scientific and research activities



1 Scientific research areas:

- economic knowledge
- technical, biological and chemical sciences
- the humanities
- public administration, business, management and law

2 Publications e. g.:

- KUE research paper series in various disciplines
- „Argumenta Oeconomica Cracoviensia”
- „EMERGO” – Journal of Transforming Economies and Societies



The list of International Projects coordinated by KUE:

- **Interreg Central Europe** [website](#)
 - D4Pack: Support the transition of the Central Europe food industry Towards Next-Gen Packaging models
- **Horizon Europe**
 - ODDEA: Overcoming Digital Divide in Europe and Southeast Asia [website](#)
 - PREMIUM_EU: Policy Recommendations to Maximise the beneficial Impact of Unexplored Mobilities in and beyond the European Union [website](#)
- **Erasmus+ Cooperation Partnership**
 - GenESG: Sustainable Finance Microlearning with Educational Generative AI
 - VILESA: Development of a Virtual Learning Space as a Tool for Developing Students' Critical Thinking, Communication, Collaboration and Creativity Skills in the Context of COVID'19 [website](#)
 - MINTE: Migrants' integration through education [website](#)

Scientific and research activities



- **Visegrad Fund**

- *Digital Marketing: Theory & Practice in Visegrad Region* [website](#)

- **FNP – Foundation for Polish Science**

- *Krauklab: Determinants of labour-market performance and well-being of high skilled Ukrainian refugees in Poland*

- **NAWA – Polish National Agency for Academic Exchange**

- STER [website](#)
- PROM UEK 2.0 [website](#)

- **ENTE EF – Erasmus+ Cooperation Partnership**

- *Fostering Entrepreneurship through freelancing* [website](#)

Scientific and research activities



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- **ENGINE – Erasmus+ Cooperation Partnership**
 - *ENTrepreneurial rural Growth through exchanging of Good practices withIn Network Education* [website](#)
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- **TASK4ISI – Interreg Central Europe**
 - Transnational Action to advance Skills and competences FOR Inclusive entrepreneurship and Social Innovation [website](#)
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- **Energy V4 – Visegrad**
 - Analysis & modelling the impact of bioenergy transition for security & sustainability [website](#)
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07

Partnerships and International Cooperation



Partnerships and International Cooperation



>250 Partners in:

Asia, South Africa, Australia,
Europe, Middle East, North and
South America



Mobility Programs:

Erasmus+ KA103 and KA107,
Double Diploma, CEEPUS,
Santander, EEA, STEP Japan,
Transekonomik, bilateral
agreements

08

Collaboration with business



Q Collaboration with business



- Business-academia special training programs
- Seminars with professionals
- Academic Career Centre
- Krakow City – outsourcing centre
- Krakow Technology Park
- Supporting business and economic development of Małopolska
- Promoting business cooperation
- Economic development of Małopolska
- University-business technology transfer
- Spin-off companies

Partners



Medical partner:



Media partner:



Other partners:



Q Collaboration with business



KUE's Career Services

Department of Knowledge
Transfer

Career Centre

Institutional Projects
Management Team



09

Social engagement



Social engagement



As the KUE Community, we believe that, in addition to the University's primary mission of education, an equally important responsibility is **social engagement**.

What are we doing about this?



Responsibility

We foster social awareness and a sense of responsibility



Exchange

We create a platform for the exchange of knowledge and experiences with external entities engaged in social and charitable activities



Tourism and culture

We promote attitudes focused on supporting the enhancement of the tourism appeal and cultural offerings of Kraków and the Małopolska region



Ecology

We shape ecological awareness and promote new habits



Dialogue

We foster attitudes grounded in dialogue, responsibility, trust, creativity, and sensitivity to art.

Q Social engagement



University of the Third Age

Since October 1, 2010, the Krakow University of Economics has been home to the University of the Third Age, dedicated to **individuals over the age of 55** — retirees and pensioners who feel the need to continue their intellectual development and expand their knowledge and interests, particularly in socio-economic issues.



Q Social engagement



Children's University

Since 2011, the Krakow University of Economics has hosted the Children's University, dedicated to **children aged 6 to 12**. As part of this initiative, engaging lectures, workshops, and sports activities are offered. The program aims to support the intellectual development of children, spark their curiosity about the world around them, and foster economic, social, and civic awareness from an early age.



Thank you for your attention!

Do you have any questions?

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