

# MBA CSB + MASTER

American Master degree and CSB MBA diploma



CRACOW  
UNIVERSITY  
OF ECONOMICS

CSB  
Cracow School  
of Business  
MBA Postgraduate Studies



The program is a unique offer combining Master of Science in Communication from Clark University (USA) and MBA in Managerial Communication from Cracow School of Business CUE. One program - two diplomas.

## Program philosophy:

The program allows students to build world-class communication skills that deliver a professional advantage in a wide range of fields, including marketing analytics, media and digital strategy, brand promotion, global strategy, and crisis communications. Our goal is to create an international community of learners, seeking to gain cutting-edge managerial knowledge supported by soft skills who will be prepared to deal with the complexities of the modern, open global business environment.

## Program recipients:

People aspiring to take managerial positions, owners of small and medium-sized enterprises, as well as Bachelor's and Master's graduates who wish to expand their business knowledge.

## Diploma:

- Master of Science in Communication diploma (MSC degree) granted by Clark University (USA),
- MBA diploma in Managerial Communication (or according to the chosen specialization) granted by Cracow School of Business at Cracow University of Economics,
- certificate of completion of postgraduate MBA CSB + Master studies,
- transcript of academic records.

## Program organization:

The innovative MBA CSB + Master program is conducted part time and lasts two years. Weekend classes are carried out on: Fridays 4:30 p.m. - 8:45 p.m., Saturdays and Sundays 8:45 a.m. - 3:45 p.m. Meetings are held once or twice a month on Cracow University of Economics campus.

Classes are conducted in diverse forms: lectures, discussions, debates, case studies, workshops and Study Trip to encourage networking, exchange of knowledge and experience between program participants.



20 MEETINGS,  
PART-TIME  
STUDIES



400 CLASS  
HOURS,  
1440 HOURS  
OF PROJECT  
WORK



100% COURSES  
DELIVERED  
IN ENGLISH

## Partner School:

More info: [www.clarku.edu](http://www.clarku.edu)



Clark University in Worcester, Massachusetts (USA) is a scientific research institution founded in 1887. Clark University holds accreditation from the New England Commission of Higher Education (NECHE).



Cracow School of Business CUE is the official branch campus of Clark University, accredited by the New England Commission of Higher Education. NECHE auditors confirmed that the learning outcomes, academic policy and study plan on the Cracow Campus are in line with the partner school.

# Program Curriculum

## Additional Specialization courses



### MSC COURSES MASTER OF SCIENCE IN COMMUNICATION

- Cultural Diversity and Intercultural Communication
- Project Management
- Fundamentals of Business Analysis
- Research and Marketing Analytics
- Marketing and Communication Strategies
- Strategic Marketing Tools and Applications
- Multi Channel Communications
- Leading Responsibly
- Capstone Practicum
- Change Management
- Managerial Economics

### HUMAN RESOURCE MANAGEMENT



- Human Resource Management
- Healthcare Management

### HEALTHCARE MANAGEMENT



- Health Policy
- Issues and Cases in Healthcare

### INFORMATION TECHNOLOGY SYSTEM



- Customer Relationship Management
- IT Strategy Leadership



### MBA COURSES MASTER OF BUSINESS ADMINISTRATION

We reserve the right to change the program curriculum.

Availability depending on number of participants interested in specific specialization module. Extra charge.

## Acquired competencies:

Students, within selected specializations, acquire essential competencies sought on the labour market in the fields of:

- effective communication in an international business environment,
- application of the latest management methods and tools,
- analysis and interpretation of economic information.

## Program benefits:

- The opportunity of choosing MBA specialization: MBA in Managerial Communication or (extra charge) according to the chosen specialization: MBA in Managerial Communication with specialization in IT Systems or MBA in Managerial Communication with specialization in Healthcare Management or MBA in Managerial Communication with specialization in Human Resource Management.
- Networking, meetings at the CSB Alumni MBA Club, participation in the International MBA Congress, business workshops, international business seminars, exchange of experience with professionals from multiple backgrounds.
- Study Trip in Poland.

## Costs:

8 100 € or 36 000 PLN (possibility to pay in installments), 100 € or 450 PLN recruitment fee. No additional payments for exams, dissertation defense, diploma.

Cracow School of Business  
CUE is a member of:

