



Lazarski University

E-Commerce Management

Study details

Course type: Bachelor's degree

Degree: BA Degree

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 5 400 EUR

Reg. fee : 20 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Oct

Requirements

REQUIRED DOCUMENTS:

- A passport-style photo (3.5 x 4.5) uploaded into your personal account.
- Application Form - printed out from candidate's personal account in color and signed with your full name and surname.
- Passport scan – to confirm and verify your personal data.
- Original High School Diploma/Certificate with at least 55% of GPA legalized in the Polish Embassy or apostilled.
- Sworn translation of High School Diploma/Certificate and transcript of grades into Polish language. In case of the Double Degree Program you have to additionally provide sworn translation of your documents into English.
- Eligibility statement or no-objection letter from the Ministry of Education, stating that the obtained High School Diploma/Certificate entitles candidate to continue the higher education in the country where the diploma/certificate was issued (if needed).
- Language certificate proving the level of language of your instruction is at least B2 (or positive result of Skype interview with our lecturer).
- Signed commitment to purchase National Health Fund (NFZ) insurance upon arrival.
- Payment confirmation of application fee and first semester tuition fee**.
- Signed electronic agreement on the conditions of studies.

Accommodation

Provided by partner agencies

278-770 EUR (per month)

Additional information

Programme description

The Bachelor's degree program in the specialisation "E-Commerce Management" is the ideal option for you if you want to gain the knowledge and skills necessary to succeed in the e-commerce industry.

Our curriculum covers a range of topics such as:

- **introduction to business administration:** you will learn the latest tools and methods of planning, organizing, motivating and managerial control necessary for operational and managerial positions,
- **ethical e-commerce and social responsibility,**
- **the consumer journey in e-commerce,**
- **e-commerce: A virtual marketplace for real growth:** you will learn how to turn an idea into a real, successful business by analyzing case studies of specific organizations,
- **technology and innovation in e-commerce.**

Career Perspectives

- business analytics
- business consulting
- SEO (search engine optimization)
- marketing and PR
- consumer consulting
- e-commerce
- online customer service

Programme benefits

Why choose our specialisation?

- you will improve your project management skills by organizing scientific conferences and joining scientific circles,
- you will gain experience working in an international environment through daily contact with students from all over the world,
- you will learn from the best: our lecturers are recognized academics, as well as experienced business practitioners,
- you will be able to take advantage of a wide range of internships offered by the university and organized by international organizations, embassies, state institutions and advertising agencies.

What will you gain by choosing "E-Commerce Management" as your major?

- you will join an exceptionally dynamic industry,
- you will learn the new technologies needed to work in this field,
- you will develop both analytical and creative skills,
- you will be able to work mostly remotely, from anywhere on earth, or run a global business,
- you will learn how to effectively use data to make strategic business decisions.