UNIVERSITY of INFORMATION TECHNOLOGY and MANAGEMENT

(Center for Graduate Studies and Lifelong Learning)

in Rzeszow, POLAND

DOCTOR OF BUSINESS ADMINISTRATION (DBA)

PROGRAM BROCHURE

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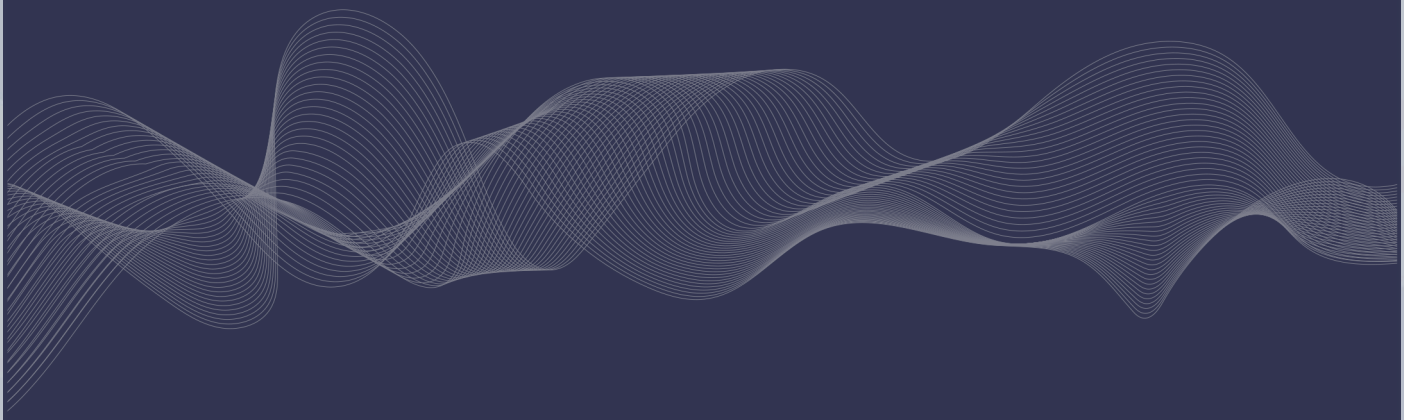


ABOUT

UNIVERSITY of INFORMATION TECHNOLOGY and MANAGEMENT
in Rzeszow, POLAND

The University of Information Technology and Management in Rzeszów (UITM) is the largest non-public university in the Podkarpacie region. It was established on March 8, 1996, as an extension of the Rzeszów School of Managers and the Association for Promotion and Entrepreneurship.

Initially, **UITM** offered 3 fields of study, while in the academic year 2024/25 the University's offer includes about 20 fields of study and educational paths, and teaching is conducted in both Polish and English. There are four Colleges within WSIiZ: Medical, Management, Applied Informatics, and Media and Social Communication. The University also offers a wide range of postgraduate studies and has the right to award the academic degree of doctor and habilitated doctor in the following disciplines: Social Communication and Media Sciences; Medical Sciences; Economics and Finance. The number of WSIiZ students, together with postgraduate students, is about 6 thousand people.

The priority of **UITM** remains: the highest quality of education, the development of scientific research and cooperation with business and local government for the development of Podkarpacie. Thanks to the efforts and commitment of carefully selected staff, WSIiZ has been high in international rankings of universities (U-Multirank, GreenMetric) for years, and innovative teaching methods and a program adapted to the needs of the labor market make students happy with their choice of this university. On the map of the region and Poland, **UITM** also stands out for its lively international cooperation and a wide range of studies in English—for this reason it is classified (as the only one in Podkarpacie) as an international class university. WSIiZ is a multicultural university, with about 1,400 foreign students from over 50 countries of the world studying here.

WHY CHOOSE

UNIVERSITY of INFORMATION TECHNOLOGY and MANAGEMENT
in Rzeszow, POLAND

The University of Information Technology and Management in Rzeszów (UITM) aims to equip current and future business leaders with the skills and critical insights required to make informed, ethical decisions across a range of industries. The business school has a rich and vibrant research culture covering areas such as ethics, women and technology, and managing in cross-cultural environments.

01

Be prepared for challenges faced by senior management in an international business environment.

02

Learn highly sought, well-developed project management and global business management skills.

03

Be equipped to work as a manager in a multinational corporation, an SME, or start your own consultancy business.

UITM – DOCTOR OF BUSINESS ADMINISTRATION (DBA) GENERAL SYLLABUS

Successfully finishing a doctoral program requires the integration of a substantial and groundbreaking contribution that advances both professional practice and academic research.

UITM, in partnership with its Overseas Program Providers, utilizes various technologies and methodologies to facilitate course delivery. All the latest technology ensures that learners obtain the best learning outcomes possible. An integration of E-delivery, face-to-face classes, and interaction with the thesis supervisors in person or online are tools that allow students to access course materials, research libraries, discussion forums, course calendars, chat rooms, assignment submissions, course announcements, and student grade books.

COURSE STRUCTURE & CREDITS

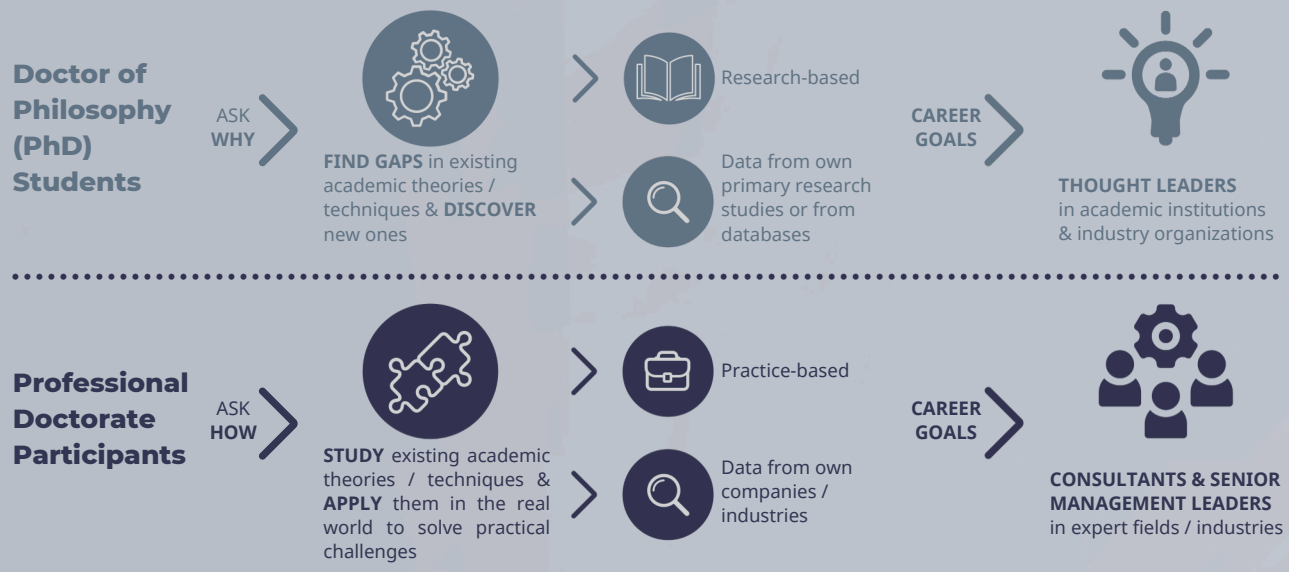
MODULE TITLE	CREDITS
GDB001 BUSINESS DEVELOPMENT MANAGEMENT	40
GDB002 STRATEGIC MANAGEMENT	40
GDB003 RESEARCH METHODOLOGY & DESIGN (PART 1)	-
GDB004 RESEARCH METHODOLOGY & DESIGN (PART 2)	-
GDB005 DISSERTATION AND VIVA (SECTIONS 1 & 2)	120
TOTAL CREDITS	**200**

THE PROFESSIONAL DOCTORATE: A DIFFERENT TYPE OF RESEARCH DEGREE

Academic Research PhD students and our Professional Doctorate participants earn the 'Doctor' title a result of completing the doctoral dissertation of original research, over a similar time period. At the same time, there are important distinctions between the two types of doctoral programs.

Academic Research PhD students discover new theories and techniques that can potentially solve real-world problems, and focus on publishing their results in an elite set of academic journals and conferences targeted for academic readers.

In contrast, Professional Doctorate participants, who are professionals of substantial standing in their respective fields, apply existing theories and techniques to practical situations, solving real-world challenges in their companies and industries. They also publish their work, and usually target their publishing to a broader stakeholder and professionally-oriented community. Professional Doctorate participants deeply integrate academic research knowledge and thinking processes with their professional practice work. An illustration of the difference is shown here.



ACADEMIC RESEARCH PhD PROGRAMMES VS PROFESSIONAL DOCTORATE PROGRAMS

Academic Research PhD Programs	Professional Doctorate Programs
Incoming students are typically **fresh or recent graduates** with strong quantitative ability and methodological interests.	Most participants are **working professionals or senior managers** with **deep professional experience**.
Scholarship support and **stipends** are provided	**Self-funded programs.** Participants or their organizations cover full tuition fees. No stipends are provided.
Students are on campus **full-time**. Curriculum comprises classes over regular academic terms.	Participants are on campus when they are doing their modules.
Courses are more oriented towards **creating new methods & theories**, and the application of these methods & theories. Courses are being taught by faculty members who are actually publishing in top-tier journals & conferences.	Courses are more practice- & application-oriented, including how to **apply the existing body of methods & theories**. Courses are taught by a mix of faculty members, and current or former industry practitioners.
Research publication targets gaps in top-tier **academic literature.**	Research publication targets real-world stakeholders and more **applied / practitioner-oriented literature.**
Dissertation committee comprises faculty members who actively publish in top-tier academic literature.	Dissertation committee comprises practice-oriented senior professors, affiliated faculty members & industry practitioner
Dissertation is usually a **single monograph.**	Dissertation may be a **portfolio of policies, programs, case studies and methodologies** — all organized into a discourse of the generalized knowledge derived.
Graduates are trained for university faculty or R&D positions in top-tier institutions & organizations.	Graduates are trained to bring applied scholarship to professional practice, or for practice- and teaching-oriented university faculty positions.

CORE MODULES

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BUSINESS DEVELOPMENT MANAGEMENT

Business Development Management is a strategic discipline that focuses on identifying, creating, and implementing opportunities for organizational growth.

This module requires you to explore the key principles, frameworks, and techniques essential for driving business expansion, competitive positioning, and long-term sustainability.

STRATEGIC MANAGEMENT

Strategic Management is a subject which is often thought, somewhat incorrectly, to be the sole preserve of senior executives. Strategic Management is in actual fact a critical discipline that equips you with the knowledge and tools to analyze, formulate, and implement business strategies in a dynamic and competitive environment. This module requires you to explore key strategic frameworks, decision-making processes, and the role of leadership in driving organizational success.

You should gain insights into competitive advantage, market positioning, corporate governance, and innovation management and the translation of these into global business strategy, risk management, and the impact of digital transformation on strategic planning.

By the end of this module, you will be prepared to lead strategic initiatives, navigate complex business challenges, and create value- driven growth strategies that align with organizational goals.

RESEARCH METHODOLOGY & DESIGN (PART 1)

The Research Methods course is divided into two parts, which will provide participants with a solid foundation and valid frameworks to accomplish their research goals.

The first part of the course examines two methods of approaching research, namely **qualitative research and behavioral research**. Topics covered include the criteria for valid and reliable research, the advantages and disadvantages of different research strategies, electronic and paper tools for searching literature, research methods—observational, survey, experimental, general writing techniques, writing style, data analysis, and data presentation

This course introduces students to the field of research. It examines in depth the research process and introduces doctoral candidates to the various aspects of doing scientific research, providing practical advice and insight in the field. Topics covered include hypothesis formulation and theory construction, data collection techniques, ethical issues in research, and research design.

This is a very practical course aimed at guiding participants through the work that lies ahead.

RESEARCH METHODOLOGY & DESIGN (PART 2)

The second part of the course will examine the fields of **quantitative and econometric research.** Topics covered include scientific methods, cognitive guidelines, quantification and standardization in survey research, reconciling practical and scientific requirements for creating valid and unbiased surveys.

Part two will examine research tools and applied econometrics, regression analysis, estimation procedures, hypothesis testing, time series modeling, and forecasting.

Additional emphasis will be put on the process of rigorous formation of research questions and research design.

DISSERTATION (SECTION 1)

An original, academic written product of the systematic study of a significant problem that follows a coherent methodology, independent research, and comprehensive thinking. An appropriate organization and documentation are part of it.

A supervisor (typically a **UITM** faculty member) accompanies and discusses the student's work, closely checks the progress, and takes on academic responsibility.

DISSERTATION VIVA (SECTION 2)

Upon completion of the regular coursework and dissertation, students are required to pursue the obligatory Dissertation Defense (viva voce).

This oral performance review is structured as a hearing vis-à-vis the Academic Defence Committee of **UITM** at one of our Learning Centres.

The Defense has the purpose to challenge aspects of the candidate's research work, allowing the students to prove their integrity by defending the underlying argumentation.

ADMISSION CRITERIA

Applicant must possess a re**cognized Master's Degree** from a **recognized university,**

OR

possess a **recognized Bachelor's Degree** with **at least 10 years of working experience at a managerial level** and be **at least 35 years old.**

UNIVERSITY of INFORMATION TECHNOLOGY and MANAGEMENT
in Rzeszow, POLAND

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