



80
1947-2027

Wrocław
**UNIVERSITY
OF ECONOMICS
AND BUSINESS**

Cooperation Offer

Growth starts here

80 years of Wrocław University of Economics and Business



Dear Partners

For 80 years, Wrocław University of Economics and Business has been contributing to the development of the economy, educating successive generations of specialists and leaders, and building lasting relationships with the business community, local governments, and public institutions.

Our University's anniversary makes an opportunity to take stock of our shared achievements, but also to reflect on the challenges facing the modern economy. In a world of dynamic change, knowledge, innovation, and the ability to effectively translate them into practical action take on particular significance.

We combine the potential of researchers, experts, and students with the experience of our partners. Research projects are developed in conjunction with innovative initiatives, professional scholarship for the economy and creating space for collaboration between the university, business, and the public sector.

Our history is a source of experience for us, but also a commitment to further development. I am deeply convinced that, together with our partners, we will create solutions that strengthen the potential of organisations, the economy, and society.

I cordially invite you to cooperate with us

prof. dr hab. Czesław Zajęc

Rector of the Wrocław University of Economics and Business

University in Numbers

11 724

Students

80

Years of Tradition

100 000+

Alumni

26 000+

Postgraduate
Programmes Alumni

1 000+

Executive
MBA Alumni

1 600+

Business
Cooperations

1 000+

Employees

100+

Startups
Supported



**Challenges of today call for partners
who can combine knowledge
with practical experience.**

Growth starts here –
Wrocław University of Economics and Business



Why Should You Partner with Us?

Wrocław University of Economics and Business (WUEB) offers access to expert knowledge, research capabilities, and state-of-the-art tools that support the development of enterprises and institutions.

Cooperation with the WUEB covers three key areas:



Expert Knowledge and Research

We conduct research, analyses, and expert assessments, supporting the transfer of knowledge into business practice and help organisations make decisions based on reliable data and expert experience.



Business Cooperation and Innovation Development

We connect the academia with the business world, support the development of entrepreneurship, build relationships with future employees, and implement projects that address the needs of today's market.



Competency Growth

We offer educational and professional development programs for specialists, managers, and individuals planning to grow their professional careers, in response to the needs of a rapidly changing economic environment.

Expert Knowledge for Enterprises and Organisations

In a rapidly changing environment, organisations need partners who can help them effectively respond to new challenges and implement innovative solutions. Wrocław University of Economics and Business offers access to expert knowledge, research capabilities, and sophisticated tools that support the development and entrepreneurship.



We translate scientific knowledge into solutions for business and the state sector

Knowledge and Innovation Transfer and Commercialization Center is responsible for knowledge transfer and the development of cooperation between the Wrocław University of Economics and Business and the socioeconomic environment. We create conditions for applying the results of scientific research in practice by connecting the University's experts with businesses, local governments, and public institutions.

We provide analyses, opinions, and expert assessments to support decision-making. Research and development projects address the specific needs of organisations. Together with our partners, we develop accurate solutions that strengthen the competitiveness of enterprises and support socio-economic development.

Scope of operations:

Research and Analysis
for Organisational Development

We conduct research, analyses, and expert assessments that help organisations make informed decisions and plan for future growth. We offer expert knowledge in the fields of economics, management, finance, new technologies, and environmental protection. We tailor our research methods to the specific nature and objectives of each project.

Company Development
and Strategy Building

We offer support for organizational development through tailored training, collaboration on projects, and expert guidance in developing strategies and action plans. We combine academic knowledge with practical experience to help companies achieve their development goals.

Project Implementation
Partnership

We participate in research and development projects that address the needs of enterprises, local governments, and public sector. By combining the scientific potential of University with the experience of our partners, we create solutions that support organisational development and the implementation of new initiatives.

State and EU Funded
Projects

We offer the scientific expertise and experience necessary to carry out projects funded by national and European sources. We cooperate on research, development, and implementation projects, combining comprehensive knowledge of our specialists with the needs of our partners in the public and private sectors.

Research and Development: Fields of Expertise

**How to start the cooperation with the Wrocław
University of Economics and Business?**

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Adaptive Food Systems Accelerator – Research Centre

**We develop solutions for modern
and sustainable food systems**

The Centre is developing the concept of Adaptive Food Systems, addressing challenges related to food security, sustainable development, and the transformation of the food sector. Its activities align with the directions set by the EU Food 2030 initiative and the UN Sustainable Development Goals.

Scope of operations:

- the development of innovative food products, including functional and health-promoting foods,
- the development of recipes based on plant-based raw materials and alternative nutrition sources,
- the use of traditional and non-standard raw materials to create products with high nutritional value,
- utilisation of by-products and waste streams from the food industry in line with the principles of a circular economy,
- extraction and utilisation of active substances used in food technology, cosmetics and pharmaceuticals,
- development of innovative processing methods for the food industry.



Beneficiaries

Food producers, food companies, foodtech startups, technology companies, organisations implementing projects related to sustainable development.

Local Government Research and Development Centre

We build partnerships to support the development of local authorities and local communities

The Centre provides a platform for cooperation between local government bodies, businesses, non-governmental organisations and the academic community. Our aim is to initiate activities and foster cooperation that promotes the socio-economic development of regions and local communities.

Scope of operations:

- initiating, coordinating and implementing research projects concerning local government,
- establishing and developing cross-sector partnerships,
- analysing data and diagnosing socio-economic problems,
- drawing up recommendations and innovative solutions to support the development of local government bodies,
- activities promoting the development of entrepreneurship and the establishment of cooperation networks in the region.



Beneficiaries

Local government bodies, public institutions, businesses and non-governmental organisations interested in implementing development projects and building local partnerships.

Virtual Financial Lab

We provide knowledge and analysis to support financial and investment decisions

Virtual Financial Lab is dedicated to the transfer and commercialisation of knowledge created in the fields of finance, accountancy and economics. It collaborates with enterprises, business support organisations, development funds and state entities, providing analyses, expert reports and solutions to support financial and investment decision-making.

Scope of operations:

- analysis of financial statements, the financial health of companies and the economic environment,
- preparation of reports, expert analyses and opinions used in decision-making processes and legal proceedings,
- support in the areas of accounting, financial reporting and internal audit,
- establishing and improving communication with investors, including support for companies listed on the Warsaw Stock Exchange,
- consultancy on public-private partnerships and the financing of development projects,
- the use of innovative financial instruments, including revenue bonds, green bonds and social impact bonds,
- analyses relating to business succession, risk management and the preparation of investment projects.



Beneficiaries

Companies in the financial and non-financial sectors, organisations supporting the business environment, development funds, law firms and public bodies implementing development projects.

Urban Logistics Centre

We design solutions to improve the flow of people and goods in modern cities

Urban Logistics Centre combines the academic expertise and experience of an international team of experts, focusing on addressing the challenges associated with urban logistics, mobility and freight transport. We work with local authorities, businesses and representatives of the logistics and e-commerce sectors, jointly designing solutions that meet the needs of modern cities.

Scope of operations:

- developing research and implementation concepts in the field of urban logistics,
- carrying out research and development work for external partners,
- developing mobility and freight transport strategies for local government bodies,
- analyses and expert reports to support decision-making in the field of logistics,
- training courses, workshops and educational activities for public administration and businesses.



Beneficiaries

Local government bodies, logistics companies, courier firms, e-commerce sector, retail trade, organisations interested in the development of modern transport and logistics solutions.

Intelligent Management Systems Centre

We develop solutions to support the digital transformation of organisations

The Centre conducts interdisciplinary research in the fields of artificial intelligence, data analytics and modern management systems. It specialises in solutions supporting decision-making, process optimisation and the use of new technologies in the operations of companies and public institutions.

Scope of operations:

- carrying out scientific, research and development projects relating to management support systems, AI and Big Data analysis,
- planning and conducting research and development work for enterprises,
- supporting public administration in the implementation of IT systems,
- consultancy on the use of AI and modern management systems,
- developing solutions in line with the principles of Industry 4.0.



Beneficiaries

Companies, public authorities and organisations interested in utilising AI, data analytics and modern technologies in their management processes.

Business and Academia. Partnership Focused on Results

A collaborative space for business, talent and innovative ventures

Cooperation with the Wrocław University of Economics and Business provides access to knowledge, academic potential and a community of students and graduates. We create the conditions for building relationships between science and business, support the development of entrepreneurship, assist organisations in reaching future employees and implementing projects that address market needs.

Our activities include developing business partnerships, establishing and growing startups, and designing innovative solutions created through collaboration between representatives of business, academia and the socio-economic environment



Our activities include:

01

Business Partnership

02

Startups and Entrepreneurship

03

Talent-Seeking Culture

04

Innovative Solutions

BCC

Business Cooperation Center

We bring together the needs of business with the potential of the University

Business Cooperation Centre facilitates the establishment of relationships between organisations and the Wrocław University of Economics and Business. We help companies, local authorities, foundations and associations to find the best way to cooperate.

Experience that connects

1569

companies and organisations have placed their trust in us since 2006

408

organisations cooperate with us on a permanent basis



Together, we realise projects, events and initiatives that bring together the world of science and the socio-economic environment.

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CONNECTING WITH EXPERTS

CTWiK - CKU - EMBA - DT HUB - SJO - inQUBE

We help you select the right department, experts and university resources to meet the needs of your organisation. We act as a bridge between business and academic knowledge.



ACCESS TO TALENTS

With over 8,000 students and active student organisations, we connect businesses and institutions with this potential.



WUEB JOB FAIR

Direct meetings between employers, students and graduates. An effective platform for recruitment and building relationships with future employees.



EMPLOYER BRANDING AND CAMPUS PRESENCE

Guest Lectures - Jobteaser - Employer Branding Day

We help with employer branding, organising events, maintaining a presence on campus and reaching out to the academic community.



GROWTH AND RECRUITMENT

Training Programmes - Mentoring - Internship Programme

We support skills development, knowledge sharing and the recruitment of the best talent through work experience and internship programmes.

inQUBE

University Business Incubator

We help turn ideas into business ventures

inQUBE supports students, graduates, academic staff and aspiring entrepreneurs in developing business initiatives and turning ideas into real ventures. It brings together the world of academia, business and investment, creating the conditions for the development of innovative ventures and the forging of valuable relationships.

Through collaboration with experts, entrepreneurs and investment funds, participants can develop their business projects, build a network of contacts and make use of the infrastructure and spaces designed for work, learning and collaboration.

10 000+

Participants

200+

Workshops
and Webinars

1000+

Individual
Consultations

200+

Startups
Supported

Contact:

Director:

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Pitch MeetUp – University for Startups

The Pitch MeetUp conference brings together business and academia. During the event, founders, technology innovators, scientists and representatives of investment funds and corporations come together to discuss the state of the Polish startup ecosystem.



„Startup AI Excellence” Postgraduate Programme

A one-year, hybrid postgraduate programme developed by inQUBE. What makes it stand out is its teaching staff: 90 per cent of whom are practitioners, as well as the wide range of topics covered, from management, through law, finance, sales and team communication, to issues relating to AI. The Programme’s partners include leading Polish VC funds and experts from the startup ecosystem.



inQUBE Academy

A tailor-made incubation programme during which founders will not only learn how to get their startup off the ground, but will also have the opportunity to build or expand their business network by taking part in workshops and related events alongside leading industry experts.



inQUBE Breakfast

The aim of this initiative is to support and foster the integration of the local startup ecosystem. The monthly breakfast meetings provide a space for founders, representatives of research centres and representatives of established businesses to exchange ideas and experiences.



Startup Launchpad

The two-month mentoring programme, run in partnership with Startup Wrocław, aims to connect young startups with experienced mentors who successfully run their own projects, providing invaluable support and expert knowledge.

DT HUB

Innovative Solutions Design Center

Designing solutions that meet the real needs of organisations and their audiences

DT HUB creates an interdisciplinary collaborative environment at the intersection of science and business, utilising the Design Thinking methodology to solve organisational challenges and design new products, services and processes. We combine expert knowledge, our partners' experience and the users' perspective to create solutions that meet real-world needs.

We run creative sessions, workshops and projects, including those held at DT WORKSPACE, a space designed to foster teamwork, creativity and the exchange of ideas.



Contact:

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Our offer:



DT WORKSHOP

Methodology workshop – the basics of Design Thinking.



DT TOOLS

Tool-based workshops – Design Thinking techniques.



DT PROJECT TEAM

Workshops on solving real-world problems in project teams.



DTthon

A Design Thinking marathon for innovative solutions for businesses and organisations, conducted with the participation of students.

Our Facilitators:

- help to design new products, services and processes,
- support the development of innovative concepts to improve the organisation's operations,
- structure creative and decision-making processes,
- develop teams' creative potential,
- help to build project teams and communicate effectively.



Beneficiaries

Companies, public institutions, community organisations and teams seeking new solutions to business, organisational and social challenges.

Competence Growth for Individuals and Organisations

Developing skills in a changing world

Rapid economic, technological and social changes mean that the continuous improvement of knowledge and skills is becoming one of the most important aspects of professional development. The Wrocław University of Economics and Business offers educational programmes aimed at specialists, managers, leaders and those planning to pursue further academic development.

Our offering includes Executive MBA programme, postgraduate courses, training courses, professional certifications and academic development programmes. We combine academic knowledge with practical experience, creating opportunities for development at various stages of a professional career.

With high-quality teaching, cooperation with national and international partners, and programmes tailored to the changing needs of the market, participants acquire skills that can be applied in both professional practice and academic research.

FLC Foreign Language Center Examination Board

We develop language skills and prepare students for internationally recognised certification

At Foreign Language Center, we teach languages effectively and prepare students for certification. We are a long-established examination center that works in partnership with international organisations, including Pearson, Goethe Institut and the University of Cambridge.

Scope of operations:

- Courses taught in small groups by experienced teachers. The one-year course comprises 110 hours and leads to a certificate.
- General and business language tuition.
- Preparation for prestigious international language exams.
- Support in gaining language qualifications that will improve your chances of securing attractive employment in the future.



Contact:

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53-312 Wrocław

EMBA

Executive Master of Business Administration

We develop the skills of today’s managers, drawing on experience from the worlds of business and academia



1000+	33	2 Years	4 Semesters	668 Hours
Alumni	Editions	of Study	of Meetings	of Lessons

The Executive Master of Business Administration (EMBA) programme at the Wrocław University of Economics and Business is an elite educational programme aimed at senior managers.

The programme owes its distinctive character to:

- a curriculum developed by experts from the business and academic communities,
- an experienced teaching staff,
- high-quality teaching that meets global standards, as confirmed by AMBA accreditation – only a few MBA programmes in Poland are accredited by AMBA.

The Executive MBA programme is aimed at working professionals who are:

- managers with at least 8 years’ professional experience, including at least 6 years’ managerial experience,
- university graduates.

Scope of operations:

We are the only university in Poland to offer, as part of our Executive MBA programme, a master’s degree or postgraduate diploma, as well as an Executive MBA certificate.

Students can also benefit from a personalised development pathway. We offer the opportunity to take part in the WINGS programme, as well as in selected business modules.

WINGS Programme

The programme enables the establishment of development goals in areas that are crucial for the individual managers and their organisation. As part of the programme, participants are offered access to a personalised assessment of managerial competencies and the opportunity to seek consultation with specialists and coaches.

Business Modules

This opportunity, available in the second year of the programme, allows to work with case studies from companies participating in the EMBA.

The EMBA programme is offered in two language versions:

- Polish (two modules during the programme are taught in English: Intercultural and International Business + Digital Transformations and Innovations),
- English, under which students undertake the Swiss Gateway to International Business module in collaboration with the University of Neuchâtel (Switzerland).

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LLC

LifeLong Learning Center

LifeLong development of skills

In an ever-changing world, acquiring new qualifications and keeping one's knowledge up to date has become an integral part of professional development. Since 2012, the LifeLong Learning Center at the Wrocław University of Economics and Business has been promoting the concept of continuous education by offering postgraduate courses, training programmes and professional development schemes tailored to the needs of both individuals and organisations.

Scope of operations:

- up-to-date programmes and teaching methods,
- support from experts in academia and business,
- the opportunity to design development pathways based on selected training modules,
- access to classes delivered in a conventional, online or blended format,
- courses taught in Polish and English.

How we respond to users' needs:

We develop postgraduate courses and training programmes tailored to the needs of individuals, businesses and public institutions. The programmes are based on the latest knowledge, practical skills and real-world industry challenges, and are designed to meet the development objectives of both participants and organisations.

Our Clients:



Our postgraduate programmes offer:

- comprehensive knowledge and key skills backed by a certificate issued by the University,
- the highest qualifications thanks to partnerships with organisations such as CIMA, ACCA and IPMA,
- Agile PM, PRINCE2 and MS Project certificates, and much more,
- long-term support from experts,
- new professional contacts.

We specialise in the following areas:

- Audit and Financial Control,
- Finance and Accounting,
- Human Resources,
- IT, e-Business and e-Communication,
- Interpersonal Skills,
- Managerial Skills,
- Logistics,
- Marketing and Sales,
- Taxation,
- Food Technology and Nutrition,
- Management,
- Project, Process and Quality Management.

Contact:

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Tailor-made training courses:

- the opportunity to deepen and update specialist knowledge,
- a focused programme for developing practical skills,
- a certificate of completion issued by the University,
- rapid and tangible results,
- new professional contacts.

Creating the conditions for continuous development:

We know how to harmoniously combine theory with practice, providing structured, multidisciplinary knowledge based on reliable scientific research, within the context of real-world case studies.

Our development programmes are designed in response to current business needs.

We are supported in this by experts from, amongst others: the Polish Institute of Internal Control, TaxA-Group, the Association of Financial Companies in Poland, TÜV Nord Polska, DT HUB – Innovative Solutions Design Center, inQUBE, and Executive MBA programme.

Doctoral School

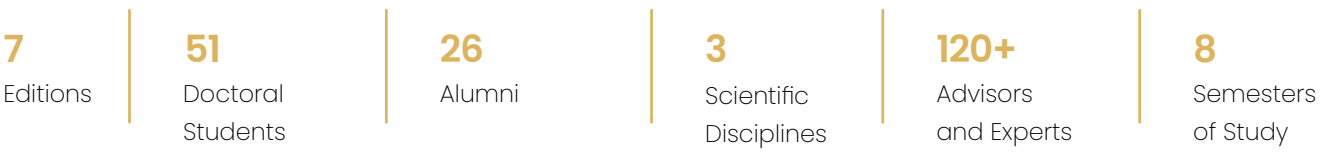
of the Wrocław University of Economics and Business

LifeLong competence development

The Doctoral School of the Wrocław University of Economics and Business is a state-of-the-art learning environment for future researchers, combining high academic standards, a personalised approach to doctoral students and access to advanced research facilities.

The School's mission is to prepare doctoral students for independent academic work, to conduct high-calibre research and to obtain a doctoral degree.

The quality of education is confirmed by the positive evaluation issued by the Science Evaluation Committee of the Ministry of Science and Higher Education for the years 2019–2024.



Doctoral education – an investment in your development

Study at the Doctoral School of the WUEB paves the way for an academic career and professional development within institutions in the socio-economic sector. As well as deepening their knowledge and conducting research, PhD students develop skills relating to the implementation of research projects, the presentation of their findings, and collaboration within the academic community.

For those who wish to expand their knowledge and conduct research

The Doctoral School is the place for those interested in deepening their knowledge, conducting scientific research and developing within the academic community. We combine a high standard of academic content, access to modern research infrastructure and the guidance of experts, creating a space for carrying out ambitious scientific projects and charting one's own path of development.

Scope of operations:

Supervision by experienced researchers

PhD students carry out their projects under the supervision of experts who are actively involved in the national and international research community. There are over 120 supervisors representing various fields of research.

State-of-the-art research facilities

We provide access to specialist analytical software and renowned databases (Bloomberg, Statista, Scopus, Web of Science) to support research conducted in accordance with international standards.

Mobility and international cooperation

PhD students can develop their skills through national and international programmes, including Erasmus+ and initiatives run by the Polish National Agency for Academic Exchange.

Support for academic development

The School offers PhD scholarships, support for participation in academic conferences and the opportunity to secure funding for research projects.

Environment for collaboration and the exchange of experiences

An integral part of the Doctoral School's community is the Doctoral Students' Council, which creates a space for community building, the development of research skills and the exchange of experiences amongst researchers.

Contact:

Doctoral School Office

szkola.doktorska@ue.wroc.pl

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53-345 Wrocław,
build. Z, room 216

WUEB Alumni Community

We are building a community that supports professional development, relationship-building and keeping in touch with our Alma Mater

University studies are an important stage in one's professional development, but the relationship with the Wrocław University of Economics and Business does not end with graduation. We are creating a space that enables WUEB graduates to continue their development, build professional relationships and maintain contact with the University and its Community.

The WUEB Alumni Community provides access to initiatives, events and opportunities designed with the next stages of your professional and personal development in mind. It also offers the chance to maintain ties with your Alma Mater and take advantage of dedicated programmes, benefits and opportunities for cooperation.

Contact:

Alumni Office

absolwentuew@ue.wroc.pl

(+48) 71 36 80 842

Stay up to date:



Fill in
the form



Programmes
and benefits

Scope of operations:



Events and Community

WUEB graduates can take part in dedicated events, including the „WUEB Alumni – The Power of Inspiration” series of meetings, as well as initiatives designed to foster relationships and the exchange of experiences between representatives of various professional communities.



Development and education

The Alumni Community can take advantage of development opportunities organised by the University, including discounts on postgraduate programmes, selected courses run in cooperation with business partners, and other forms of education that support further development of skills.



Career support

Through the WUEB Career Services Office, our graduates can benefit from:

- career guidance,
- resume advice,
- psychological support,
- access to selected job opportunities and professional development prospects.



Benefits for graduates

The WUEB Alumni Community can take advantage of a range of dedicated offers and benefits, including:

- deals from partners and the ‘From Graduate to Graduate’ initiative,
- access to the WUEB Library’s resources,
- the opportunity to take part in mentoring programmes,
- the opportunity to collaborate with the University,
- selected discounts on the use of WUEB’s facilities and services.

International Standards

Quality confirmed by international standards

International accreditations and membership of prestigious international organisations confirm the quality of teaching, research and management at the Wrocław University of Economics and Business. They are the result of independent assessments carried out in accordance with global standards and a commitment to continuous improvement.

Thanks to these, the University is constantly refining its degree programmes, developing its academic potential and strengthening its cooperation with the wider socio-economic community. For employers, this guarantees that graduates are highly competent: prepared to work in an international environment, equipped with up-to-date knowledge and the skills to operate effectively in a dynamic setting.

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Stay up to date:



Read more

Accreditations

Accreditations ensure that universities gain international credibility. They guarantee that a WUEB degree will be appreciated on the global labour market.

		
  for the Finance programme	 for the International Business programme	
 for the following programmes: Finance, Finance and Accounting, Accounting and Taxation	 for the following programmes: Business Management, Management, Project Management	 for the Business Management programme (MSc.)
 CFA Institute	 for the following programmes: Finance, Accounting and Taxation	 CGMA



1947-2027

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