

VIZJA UNIVERSITY

# EDUCATION LEADERSHIP AND MANAGEMENT POSTGRADUATE PROGRAM

The University of Economics and  
Human Sciences in Warsaw

Education Germany  
**NOWA**



## 60 ECTS Master Postgraduate Diploma

# Program Overview

Welcome to Your Path to Success in  
Business Administration!

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**Program Language:**

Options: 1-English 2-Turkish

**Program Duration:**

280 Hours/ 1 Year

**Type of Education:**

Online Live MS Teams

**Program's Acceptance Criteria:**

Bachelor's Degree  
(University Graduate)

**Program Fee:**

1500 EURO





# Program Description

This postgraduate program is meticulously designed to prepare individuals for dynamic careers in business administration. Over one year, participants will develop a strong foundation, enabling them to emerge as competent business professionals. The program, delivered online through The University of Economics and Human Sciences in Warsaw, offers a unique opportunity for eligible graduates to seek employment in various sectors.

## Learning Assessments

Experience a comprehensive evaluation through class participation, research papers, discussions, case studies, group assignments, quizzes, and mid-term and final examinations.

# Program Objectives and Achievements

## Program Objectives

- Foundational Skills: Develop understanding, knowledge, attitudes, and abilities.
- Career Readiness: Prepare for future careers in business administration.
- Comprehensive Learning: Enhance skills in leadership, effective communication, critical thinking, and ethical decision-making.



## Achievements Upon completion, graduates will:

- Apply theories for strategic analysis.
- Implement best practices for managerial problem-solving.
- Demonstrate effective written and oral communication.
- Apply leadership skills within culturally diverse teams.
- Identify and analyze ethical responsibilities.
- Apply quantitative and qualitative decision-making techniques.



# Why Should You Choose This Program?

## Core Benefits

1. **Holistic Development:** Deepen your understanding of business skills and processes.
2. **Global Perspective:** Navigate uncertain business environments with confidence.
3. **Skill Enhancement:** Develop leadership, communication, critical thinking, and ethical decision-making skills.



## Why Choose Us?

- **Specialize:** Acquire the skills and knowledge necessary to provide solutions in education leadership.
- **Elevate Your Career:** Seize the opportunity to reach higher-level and prestigious job positions.
- **International Validity:** Obtain a postgraduate diploma recognized across Europe and globally, opening doors for international career opportunities.
- **Contribute to Society:** Make a significant contribution to society by positively changing people's lives.
- **Personal and Professional Development:** Enhance skills such as communication, empathy, and problem-solving, fostering personal and professional growth.

- Sample Case Analyses
- Active Participation and Discussions
- Experienced and Relevance-Driven Instructors
- Creative and Innovative Approaches
- Supportive and Positive Environment
- Flexible Program
- Global Validity





## Ready to Elevate Your Future?

# Enroll Now for a Transformative Experience

Empower your future with  
EDUCATION LEADERSHIP AND  
MANAGEMENT POSTGRADUATE  
PROGRAM!



## Program Curriculum

Dive into Learning

Explore key courses and their durations:

- Education Leadership: 40 hours
- Human Resource Management: 40 hours
- Strategic Management: 40 hours
- Behavioral Science: 40 hours
- Strategic Marketing: 40 hours
- Financial Management: 40 hours
- Project Management: 40 hours

# Educational Leadership and Management Post-Graduate Program Modules and Syllabus



## 1. Educational Leadership

### Participants in this course will be expected to:

- Acquire a theoretical background in management and leadership.
- Obtain knowledge and skills for managing educational organisations.
- Analyse the theories and practices in educational management and leadership.
- Analyse principles of management and leadership styles in education.
- Attain leadership skills in managing changes, conflicts and resources in educational organisations.
- Synthesise the management and leadership functions from a holistic educational perspective.

You will learn some concepts in the educational settings, including;

- What does it mean to be a leader?
- Traits, Behaviors, and Relationships
- Contingency Approaches to Leadership
- The Leader as an Individual
- Leading with Head and Heart
- Courage and Moral Leadership
- Creating Vision and Purpose
- Motivation and Engagement
- Leadership Communication
- Leading Teams
- Leading Diversity and Inclusion
- Leadership Power and Influence
- Setting the Stage for Followership
- Shaping Culture and Values

## 2. Project Management

The outcomes of the module are;

- Introduce the student to the basic concept of project management,
- To acquire knowledge of planning, execution and controlling of a project,
- To describe methods used in project management,
- To build skills including communication, management, and decision-making
- To give examples of project management in educational settings.

You will learn some concepts in the educational settings, including;

- Introduction to Project Management
- Defining a Project
- Initiation of a Project
- Planning of a Project
- Execution of a Project
- Control of a Project
- Closure of a Project

## 3. Strategic Management

The Strategic Management course is designed to explore an organisation's vision mission, examine principles, techniques and models of organisational and environmental analysis, and discuss strategy formulation and implementation theory and practice, such as corporate governance and business ethics for developing effective strategic leadership.

You will learn some concepts in the educational settings, including;

- What Is Strategy?
- Strategic Leadership: Managing the Strategy Process
- External Analysis: Industry Structure, Competitive Forces, and Strategic Groups
- Internal Analysis: Resources, Capabilities, and Core Competencies
- Competitive Advantage, Firm Performance, and Business Models
- Business Strategy: Differentiation, Cost Leadership, and Blue Oceans
- Business Strategy: Innovation, Entrepreneurship, and Platforms
- Corporate Strategy: Vertical Integration and Diversification
- Corporate Strategy: Strategic Alliances, Mergers and Acquisitions
- Global Strategy: Competing Around the World
- Organisational Design: Structure, Culture, and Control
- Corporate Governance and Business Ethics



## 4. Strategic Marketing

In today's rapidly changing global environment, strategic marketing is essential in fulfilling business goals and the company's success. Strategic marketing involves understanding the company's capabilities and customers' needs, identifying competitive advantages and serving markets better than competitors. Therefore, a company can maximise its profits rapidly and reach new markets.



Participants in this course will be expected to:

- Understand the significance of the market-orientation approach in the achievement of business goals;
- use the available range of analytical models and techniques for undertaking strategic market analysis and formulating marketing strategies to maximise marketing performance;
- analyse the implementation challenges present in strategic marketing;
- appraise the use of organisational resources in gaining competitive advantage;
- apply strategic marketing thinking in a way that fosters and rewards sustainable approaches to customer need satisfaction;
- develop and present a comprehensive marketing plan for a specified company.

You will learn some concepts in the educational settings, including;

- Introduction to Strategic Marketing
- Marketing Audit and Planning
- Analysing Consumer Markets
- Analysing Business Markets
- Conducting Marketing Research
- Marketing Strategy Development – Identifying Market Segments and Target Customers
- Marketing Strategy Development–Crafting a Customer Value Proposition and Positioning
- Product and Services Strategies
- Strong Brand Strategies
- Pricing Strategies
- Designing an Integrated Marketing Campaign in the Digital Age
- Distribution Strategies
- Driving Growth in Competitive Markets
- Developing New Market Offerings



## 5. Human Resource Management

The overarching goal of this course is to engage professional, practical, ethical, and theoretical dimensions of people and organisations to uncover the elements of managing people in organisations. In this course, human resources management is not treated as something done by 'personnel specialists' but rather takes the approach that human resources involve all employees and are the practical concern of everyone in organisations.

After these classes, you can;

1. Understand and discuss the importance of strategic human resource management;
2. Explain the primary human resource functions and how they contribute to organisational effectiveness;
3. Discuss and analyse the human resource challenges faced by public sector organisations;
4. Critically examine the core human resource management functions required in a public sector organisation;
5. Develop skills in designing human resource management practices appropriate for the public sector and,
6. Demonstrate the ability to apply the concepts and practices learned in this course.

The participants can use the following themes in the educational context;

- The Dynamic Environment of HRM
- The Strategic Importance of HRM
- The Legal Context of HRM
- Employee Rights and Discipline
- HR Planning, Job Design and Analysis
- Recruitment and Selection
- Orientation, Training and Development and Career Planning
- Performance Management
- Motivation and Engagement in the Workforce
- Managing Health and Safety Risks
- Labor Relations

# Human Resource Management





## Organisational Behavior

Participants in this course will be expected to:

- become familiar with significant theories of behaviour and their effects on worker productivity.
- learn how the manager works with and through people to achieve the goals of the firm.
- recognise how behavioural science has evolved as a separate field of study.
- understand the significant theories and types of motivation.
- recognise the use of behavioural science concepts in areas such as advertising, employee testing and new product development.

The participants can use the following themes in the educational context;

- What is organisational Behavior?
- Diversity, Equity, and Inclusion in Organizations
- Job Attitudes
- Emotions and Moods
- Personality and Individual Differences
- Perception and Individual Decision Making
- Motivation Concepts, Motivation: From Concepts to Applications
- Foundations of Group Behavior
- Understanding Work Teams
- Communication
- Teams: Processes and Leadership
- Power and Politics
- Conflict and Negotiation
- Foundations of Organization Structure
- Organisational Culture and Change
- Human Resource Systems and Practices
- Stress and Health in Organisations



## 7. Financial Management

The general objectives of the module are;

- Explain the fundamental financial concepts, especially the time value of money.
- Apply capital budgeting projects using traditional methods.
- Analyse the main ways of raising capital and their respective advantages and disadvantages in different circumstances
- Integrate the concept and apply the financial concepts to calculate ratios and capital budgeting.

The participants can use the following themes in the educational context;

- The Role of Finance Management
- Time Value of Money
- Profit, Volume, Break-Even Analysis
- Cash Flow and Financial Planning
- Short Term Budgeting
- Capital Budgeting Techniques



## Register in 4 Steps Start Shaping Your Career!

**Let the Application Process Begin:** Our education counselors are ready to guide you! Contact us now to apply and reserve your place in this life-changing program.

[Apply Now](#)

**Complete Forms and Documents:** Quick and easy registration.

Quickly fill in the required documents and complete your application. Follow step-by-step instructions prepared especially for you.

**Move Towards Your Dream:** An exciting journey begins! Take full classes with expert trainers and specialize in family counseling and step into your career.

**Graduate with Success:** You have completed the exam and now you are a graduate! You are ready to add value to society as a family counselor who heals hearts. Congratulations, the inspiring journey of your success has begun!

**You are invited to celebrate together:** If you wish, you can attend the graduation ceremony. We have grown together during the education process and we look forward to celebrating your achievements together. Get ready to come together at the graduation ceremony and add new memories to our memories!

# Get in touch with us



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