

University of Computer Science & Skills Lodz

Programme Specification (Master's Level)

Executive MBA

This document provides a definitive record of the main features of the programme and the learning outcomes that a typical student may reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities provided. This programme specification is primarily intended as a reference point for academic and support staff involved in delivering the programme and enabling student development and achievement, for its assessment by internal and external examiners, and in subsequent monitoring and review.

Programme Information

Programme Title	Executive MBA
Award	Master of Business Administration and the Diploma of Imperial College (DIC)
Programme code	EMBA 01
Awarding Institution	University of Computer Science & Skills
Teaching Institution	UCSS Lodz Poland
Faculty	UCSS Lodz Poland
Department	UCSS Lodz Poland
Main Location of Study	UCSS Lodz Poland
Mode and Period of Study	2 years part-time (23 months)
Cohort Entry Point	Annually in February

Total Credits	ECTS:	90	CATS:	180
FHEQ Level	Level 7 - Master's			
EHEA Level	2 nd cycle			
External Accrerator(s)	Ministry of Educations Poland			

Specification Details	
Student cohort covered by specification	2022 Cohort (Students starting in February 2022)
Responsible Officer	Veronica Russell – Assistant Director Education Quality
Date of introduction of programme	2022/2023
Date of programme specification/revision	March 2022
Programme Overview	

This is a 23-month programme starting in February. The programme starts with a 4-day block (Wednesday through Saturday) and then attendance is from 09.00 to 18.15 on Friday and Saturday every Month in the first year and various dates depending on electives in the second year.

In the first year, there are 14 attendance days between February and July and 2 exam days, then 12 attendance days plus 2 exam days between August and January, plus a 3-day study tour to Germany. In the second year, students take 5 electives, attend a 6-day international residency to China and work on their final projects. Attendance patterns vary, depending on which electives are chosen. Students have the option of completing all electives by the end of July of the second year, depending on which ones they choose. They will then spend the rest of the second year on their final projects.

An important aspect of the Executive MBA Programme is that students are expected to work effectively as a member of a syndicate group comprising five to six students. The work carried out by the syndicate contributes to the assessed coursework requirements.

PRE-PROGRAMME

Prior to the start of the programme, students will be required to take the following pre-programme modules;

- Data Analysis
- Finance
- Accounting
- Introduction to Corporate Sustainability, Social Innovation and Ethics primer modules which have a pass/fail test which students must complete successfully. These ensure students have the quantitative and financial skills required for the core modules.

CORE MODULES

The MBA Induction is aimed to assist students in their return to the academic world. Since a significant proportion of the MBA programme and experience involves work in syndicate groups, support is also provided on the formation and functioning of these groups. The various exercises and activities undertaken as part of the Induction are designed to enable students to meet as many of their colleagues as possible at an early stage. The core subjects are: Marketing Management; Accounting and Corporate Reporting Analysis, Managerial Economics, Corporate Finance, Strategy, Organisational Behaviour, Corporate Innovation & Intrapreneurship and Responsible Leadership & Corporate Success. These core subjects are assessed by a combination of coursework and examination.

In the first year, there are additional workshops and coaching sessions offered in the Executive Leadership Journey, plus a further six to eight 2-hour sessions by Imperial college scientists to talk

about their research and have a discussion of the implication for business or talks by external speakers who are top business leaders. These talks are non-assessed.

Toward the end of Year 1, there will be a three-day residency to a top business school in Germany. There will be a one-week residency in the middle of Year 2 at a top business school in Greater China. The purpose of the two modules is to make the programme more international by exposing the students to two of the most important economies in the world, which are also geographically spread. Each module will combine lectures and company visits that focus on local applications of key topics, for example, manufacturing in China or commercialisation of technology in Germany. These two modules will be assessed by group project only. The international modules have both educational and social benefits. The educational benefits come from observing first-hand how business functions can be different in other parts of the world and also how some of the world's top companies are managed. The social benefits come from the whole group being together for three periods enjoying a common experience.

ELECTIVES

In the second year, students pursue areas of interest by choosing five electives from those on offer. The choice currently includes: Advanced Company Valuation, Advanced Corporate Finance, Brand Management, International Business, Leadership, Consumer Behaviour, Management Challenges in Healthcare, Design for Business Transformation, Managing Negotiations, , Pricing Strategy, Private Equity, Clean Technology Investment, Mergers and Acquisitions, Breakout Strategy, Family Business, Banking and FinTech: Strategies and Challenges, Idea SMARTCamp, Leading & Executing Strategic Change, Leading Social Innovation, Project Management Alternative Investments, Marketing Analytics, Big Data, AI & Machine Learning, Digital Opportunities: Insights from the Startup Nation, Energy Business, Business Analytics, The Economics of Information and Intellectual Property, The Future of Cities, Managing Service Operations, Strategic Networks for Innovation & change, Strategic Problem Solving, Strategy in Volatile & Uncertain Environments, Sustainability & Competitive Advantage: Rethinking Value Creation, Topics in Asset Management and Climate Change & Business Strategy. Additional electives may be offered in subsequent years to reflect staff interests and research and not all electives will necessarily be offered each year. The electives are assessed by coursework only and take place in either the spring term or summer term depending on the combination of electives chosen.

The Entrepreneurship Journey is optional and can be taken as an elective. This project includes workshops, which are facilitated by academic coaches. During the workshops students work in groups on a project, which they present in the final workshop along with a 5000 word report. This allows students to put into practice their new-found skills in innovation, finance and the other core business disciplines.

FINAL PROJECT

Students undertake an individual project. Students choose to analyse a particular industry, management problem or aspect of the economy, usually working in close cooperation with a company (typically their employers). Many projects are similar to a consultancy assignment for a company but are expected to make effective use of management principles, models, concepts and techniques. The project represents two to three months' solid work. The individual project takes the form of a formal report of up to 15,000 words. The Project is assessed principally on the quality of the final report but also on the skill and application shown during the conduct of the Project.

Learning Outcomes

Educational aims/objectives of the programme

The programme aims/objectives are:

The programme aims to provide a conceptual framework for management thinking which draws insights from academic research into management and business practice which provides a practical overview of the problems and practices in modern management.

Students who complete the programme successfully will:

- Have a thorough grounding in the core management disciplines;
- Be able to apply analytical techniques to decision-making processes in business and to present their analyses clearly and persuasively;
- Be equipped to apply innovative thinking and leadership to the management of industry, services and enterprise on an international basis;
- Have developed their personal skill set to enhance their effectiveness as leaders and as managers.

Learning Outcomes

Knowledge and Understanding of:

1. the uses and limitations of accounting information and the legal requirements governing the preparation of financial statements
2. the uses and shortcomings of published financial accounts and command a basic knowledge of the underlying accounting information system
3. the models of market competition that can be applied to particular business cases;
4. key issues in financial markets and corporate finance
5. the fundamental risk vs return trade-off in financial markets
6. the economic forces that shape the business environment
7. how economic models can be used to understand and make predictions about the real world;
8. how managers understand the market environment, assess strategic capabilities and formulate strategies
9. how marketing contributes to the firm's survival and growth
10. the ways in which organisations enact their visions of the future and how strategies are put into practice by the effective management of resources in a range of different types of organisation
11. how organisational culture and structure can and should contribute to the achievement of broader strategic objectives
12. the commercial potential of 'live' technology and industrial design projects
13. the difference between a business model and a business plan
14. the core knowledge base including the essential facts, concepts, principles and theories relevant to the chosen areas of elective specialisation.

Skills and other Attributes

Intellectual Skills

1. integrate, analyse and evaluate new and/or abstract data and situations without guidance, using a wide range of appropriate techniques and transform such data and concepts into novel solutions
2. analyse a particular industry or aspect of the economy
3. use a conceptual framework to analyse organisations and manage people

4. use an internally consistent conceptual framework for thinking about the interaction between firms and markets
5. use the principle and tools of micro-economics to analyse real business situations at the firm and industry level.

Practical Skills

1. give professional presentations
2. seek, interpret, present and use data effectively in decision-making
3. produce creative and realistic solutions to complex problems
4. use computer-based spreadsheets as an important tool for management decision-making and planning
5. read, interpret and analyse financial statements and evaluate the well-being and potential of a company using ratio and SWOT analysis
6. develop and present a proposal to a real business problem
7. evaluate the commercial feasibility of new business ideas
8. use Information Technology effectively.

Transferable Skills

1. communicate effectively in context through oral presentations, computer processing, presentations and written reports
2. critically review evidence including its reliability, validity and significance
3. transfer techniques and solutions from one discipline to another
4. use Information and Communications technology
5. manage resources and time effectively in order to achieve intended goals
6. learn independently with open-mindedness and critical enquiry
7. learn effectively for the purpose of continuing professional development
8. work effectively as a team member which includes collaboration and formulating effective strategies for achieving goals when working with others. Understand individual behaviour in teams, team formation and team dynamics
9. clearly identify criteria for success and evaluate his or her own performance against those criteria
10. network effectively and how they can successfully market themselves for professional opportunities
11. manage and value cultural differences in behaviour
12. assess their own personal strengths and weaknesses as a manager, a colleague and a team member
13. develop a lifelong learning approach to their career and leadership development.

Entry Requirements

Academic Requirement	<p>Normally a 2:2 or an approved qualification. The following professional qualifications are acceptable –</p> <p>Full membership of:</p> <ul style="list-style-type: none"> • Any Institute of Chartered Accountants in the UK or Ireland • Chartered Institute of Public Finance and Accounting • The Association of Chartered Certified Accountants (ACCA)
	<p>Associateship or Fellowship of:</p> <ul style="list-style-type: none"> • Chartered Institute of Management Accountants (CIMA)
Additional Requirements	<p>Applicants will typically have a minimum of ten years' relevant postgraduate work experience; however, candidates with over eight years' relevant experience can be exceptionally considered. This should include significant management experience, which may include line, project or matrix management.</p>
<p>If an applicant's maths does not seem to be at the required level, they may be asked to sit a short maths test, prior to an offer being made. Applicants who do not hold a first degree (but have suitable experience and/or professional qualification) may be eligible for an alternative entry route onto the MBA, via a Special Qualifying Examination.</p>	
English Requirement	<p>Higher requirement IELTS score of 6.0 overall (minimum 5.5 in all elements)</p>
<p>Learning & Teaching Strategy</p>	
Scheduled Learning & Teaching Methods	<ul style="list-style-type: none"> • Lectures • Practical classes and field work • Equipment/technique demonstrations (e.g. Bloomberg, Datastream) • Seminars • Workshops • Case studies • Group work exercises • Formal presentations

E-learning & Blended Learning Methods	<ul style="list-style-type: none"> • Pre-programme VLE modules • On-line discussion forums • On-line lecture materials • Interactive content including video and module quizzes
Project and Placement Learning Methods	<ul style="list-style-type: none"> • Work Placement Opportunity
Assessment Strategy	
Assessment Methods	<ul style="list-style-type: none"> • Essays • Continuous assessments • Written Examinations/Tests • Multiple Choice Tests • Formal Presentations • Reports • Case Studies • Participation

Academic Feedback Policy

The School aims to provide feedback to students on coursework within two weeks and to provide provisional examination grades six weeks from the examination date. With each returned coursework assignment, a written evaluation will be provided. General feedback to the cohort is provided on examination performance. Students will not receive individual examination feedback. Students will be provided with a percentage mark. All percentage marks received during the year are deemed provisional until confirmed by the External Exam Board.

Re-sit Policy

Students who fail examinations will be provided with the opportunity to re-sit. Re-sits will be with the next cohort of students. Students who fail the final project will also re-submit at the next normal opportunity (with the next cohort).

Students who need to re-sit examinations/resubmit their final project will be required to pay a re-sit fee (unless they have had mitigating circumstances accepted to sit as a first attempt).

Mitigating Circumstances Policy

The College's Policy on Mitigating Circumstances is available at: nfo@wsinf.edu.pl

Programme Structure

Part-time (Year One)	Pre-session	Spring Term	Summer Term	Summer Vacation	Autumn Term
Core Modules	4	6		0	5
Part-time (Year Two)	Spring Term	Summer Term	Summer Vacation	Autumn Term	
Core Modules				0	0
Elective Modules	5			0	0
Projects	0	0	0	1	0

Assessment Dates & Deadlines

Written Examinations	July (Part I) and January (Part II)
Coursework Assessments	Continuous
Project Deadlines	End of second year
Practical Assessments	NA

Assessment Structure

Rules of Progression

N/A

Marking Scheme

Assessment Rules and Degree Classification:

Pass

Core Subjects (60% weighting). Core modules weighted at 11% of the component weighting each. Residency modules weighted at 8% or 4% of the component weighting each

- An average of 50% or above in the combined mark with respect to the sum of examinations (where applicable) and coursework marks
- At least 40% in each of the examinations
- At least 50% in coursework-only modules*
- A pass mark for the Executive Leadership Journey module
- A pass mark in the language requirement of the programme

*China and Germany residencies, Responsible Leadership & Corporate Success, Corporate Innovation & Intrapreneurship

Electives (25% weighting)

- An average of 50% or above in the combined mark
- At least 50% in each module*

*Students who take Finance suite modules as electives will be required to achieve a mark of at least 40% in the exam

Project (15% weighting)

- At least 50% in the Report

Merit

An average of 60% or above in each of the three components – Core Subjects, Electives and Project.

Distinction

An average of 70% or above in each of the three components – Core Subjects, Electives and Project.

Module Weightings			
Component	% Component Weighting	Programme Component	% Module Weighting
Core Subjects	60%	Marketing Management	11%
		Accounting and Corporate Reporting Analysis	11%
		Organisational Behaviour	11%

		Strategy	11%
		Corporate Finance	11%
		Responsible Leadership and Corporate Success	11%
		Corporate Innovation and Intrapreneurship	11%
		Managerial Economics	11%
		Doing Business in and with China	8%
		Managing Technology the German Way	4%
		Executive Leadership Journey	Pass/Fail
Electives	25%	5 x modules from the elective group	20% each
Project	15%	Final Project	100%

Indicative Module List												
Code	Title	Core/ Elective	Year	L&T Hours	Ind. Study Hours	Place-ment Hours	Total Hours	% Written Exam	% Coursework	% Practical	FHEQ Level	ECTS
BS1335	Data Analysis Primer	Core	1	10	15	0	25	Not assessed			7	0
BS0295	Accounting Primer	Core	1	10	15	0	25	Not assessed			7	0
BS0296	Finance Primer	Core	1	10	15	0	25	Not assessed			7	0
BS1334	Introduction to Corporate Sustainability, Social Innovation and Ethics	Core	1	10	15	0	25	Not assessed			7	0
BS1317	Plagiarism Awareness	Core	1	10	15	0	25	Not assessed			7	0
	Induction	Core	1	10	0	0	10	Not assessed				0
BS0205	Marketing Management	Core	1	48	89.5	0	137.5	60%	30%	10%	7	5.5
BS0203	Accounting and Corporate Reporting Analysis	Core	1	50	87.5	0	137.5	50%	40%	10%	7	5.5
BS0206	Organisational Behaviour	Core	1	51	86.5	0	137.5	50%	40%	10%	7	5.5

BS0208	Strategy	Core	1	58	79.5	0	137.5	60%	10%	30%	7	5.5
BS0232	Managerial Economics	Core	1	53	84.5	0	137.5	60%	30%	10%	7	5.5
BS0202	Corporate Finance	Core	1	58	79.5	0	137.5	60%	30%	10%	7	5.5
BS0226	Responsible Leadership and Corporate Success	Core	1	51	86.5	0	137.5	0%	80%	20%	7	5.5

Indicative Module List												
Code	Title	Core/ Elective	Year	L&T Hours	Ind. Study Hours	Place-ment Hours	Total Hours	% Written Exam	% Coursework	% Practical	FHEQ Level	ECTS
BS0227	Corporate Innovation & Intrapreneurship	Core	1	56	81.5	0	137.5	0%	90%	10%	7	5.5
BS0225	Executive Leadership Journey	Core	1&2	20	5	0	25	0%	100%	0%	7	1
BS0229	Doing Business in and with China	Core	1	35	90	0	125	0%	100%	0%	7	5.0
BS0230	Managing Technology the German way	Core	1	21	54	0	75	0%	100%	0%	7	3.0
BS5013	Entrepreneurial Journey	Elective (Group B)	2	24	176	0	200	0%	100%	0%	7	5.0

BS5517	Alternative Investments	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS0929	Business Analytics	Elective (Group B)	2	20	105	0	125	0%	100%	0%	7	5.0
BS0945	Energy Business	Elective (Group B)	2	20	105	0	125	0%	100%	0%	7	5.0
BS5518	Marketing Analytics	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS0934	The Economics of Information and Intellectual Property	Elective (Group B)	2	20	105	0	125	0%	100%	0%	7	5.0
BS5520	Digital Opportunities: Insights from the Startup Nation	Elective (Group A)	2	79	21	0	100	0%	100%	0%	7	4.0

Indicative Module List												
Code	Title	Core/ Elective	Year	L&T Hours	Ind. Study Hours	Place-ment Hours	Total Hours	% Written Exam	% Coursework	% Practical	FHEQ Level	ECTS
BS0170	Advanced Company Valuation	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0

BS0125	Advanced Corporate Finance	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS5422	Advanced Strategy	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS5508	Banking and FinTech: Strategies and Challenges	Elective (Group A)	2	24	76	0	100	0%	80%	20%	7	4.0
BS0134	Brand Management	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS0122	Breakout Strategy	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS0176	Clean Technology Investment	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS5507	Climate Change and Business Strategy	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS0162	Consumer Behaviour	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0

Indicative Module List

Code	Title	Core/ Elective	Year	L&T Hours	Ind. Study Hours	Place-ment Hours	Total Hours	% Written Exam	% Coursework	% Practical	FHEQ Level	ECTS
BS0927	Family Business	Elective (Group B)	2	20	105	0	125	0%	100%	0%	7	5.0
BS5505	Design for Business Transformation	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS5412	Digital Business	Elective (Group A)	2	79	21	0	100	0%	100%	0%	7	4.0
BS5489	The Future of Cities	Elective (Group A)	2	79	21	0	100	0%	70%	30%	7	4.0
BS5514	Idea SMARTCamp	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS0183	International Business	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS0135	Leadership	Elective (Group A)	2	79	21	0	100	0%	100%	0%	7	4.0
BS0145	Leading & Executing Strategic Change	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0

BS5512	Leading Social Innovation	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
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Indicative Module List

Code	Title	Core/ Elective	Year	L&T Hours	Ind. Study Hours	Place-ment Hours	Total Hours	% Written Exam	% Coursework	% Practical	FHEQ Level	ECTS
BS5504	Management Challenges in Healthcare	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS0164	Managing Negotiations	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS5516	Service Analytics	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS5513	Strategy in Volatile and Uncertain Environments	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS5519	Big Data, AI and Machine Learning	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS0177	Mergers and Acquisitions	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0

BS5484	Operations Management	Elective (Group A)	2	79	21	0	100	0%	100%	0%	7	4.0
BS0136	Pricing Strategy	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS0178	Private Equity	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0

Indicative Module List

Code	Title	Core/ Elective	Year	L&T Hours	Ind. Study Hours	Place-ment Hours	Total Hours	% Written Exam	% Coursework	% Practical	FHEQ Level	ECTS
BS5509	Strategic Networks for Innovation & Change	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS0182	Strategic Problem Solving	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS0166	Sustainability and Competitive Advantage: Rethinking Value Creation	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BS5510	Topics in Asset Management	Elective (Group A)	2	24	76	0	100	0%	75%	25%	7	4.0

BUSI97641	Emerging Technologies in Marketing	Elective (Group B)	2	20	105	0	105	0%	100%	0%	7	5.0
BUSI97643	Entrepreneurial Finance	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BUSI97644	Glocal: Financing the Blue Economy (Seychelles)	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BUSI97645	Leadership for Sustainable Organisations	Elective (Group A)	2	24	76	0	100	0%	100%	0%	7	4.0
BUSI97646	Leading Yourself (online)	Elective (Group A)	2	79	21	0	100	0%	100%	0%	7	4.0
BS0200	Project	Core	2	7	393	0	400	0%	100%	0%	7	16.0

Indicative Module List													
Code	Title	Core/ Elective	Year	L&T Hours	Ind. Study Hours	Place-ment Hours	Total Hours	% Written Exam	% Coursework	% Practical	FHEQ Level	ECTS	
		Elective	1	Variable								7	1.0-12.0

		Elective	1	Variable	7	3.0-12.0
		Elective	1	Variable	7	2.0-12.0
		Elective	1	Variable	7	3.0-12.0
		Elective	1	Variable	7	4.0 – 12.0
		Elective	1	Variable	7	6 (max)
		Elective	1	Variable	7	8.0 – 12.0

Indicative Module List

Code	Title	Core/ Elective	Year	L&T Hours	Ind. Study Hours	Place-ment Hours	Total Hours	% Written Exam	% Coursework	% Practical	FHEQ Level	ECTS
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	A maximum of 12 ECTS taken at approved exchange partner institution	Elective	1	Variable							7	5.0 – 12.0
	A maximum of 12 ECTS taken at approved exchange partner institution	Elective	1	Variable							7	6 (max)
		Elective	1	Variable							7	4 (max)
		Elective	1	Variable							7	4 (max)
		Elective	1	Variable							7	6 - 12
		Elective	1	Variable							7	4.5 to 12

Indicative Module List

Code	Title	Core/ Elective	Year	L&T Hours	Ind. Study Hours	Place-ment Hours	Total Hours	% Written Exam	% Coursework	% Practical	FHEQ Level	ECTS
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	A maximum of 12 ECTS taken at approved exchange partner institution	Elective	1	Variable	7	6 - 12
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Supporting Information

The Programme Handbook is available at:
Info@winf.edu.pl

The Module Handbook is made available to students via the Hub once the module commences.
Module descriptions are available in the Programme Handbook (link above).

The programme's competency standards documents can be obtained from the Business School's
Teaching & Quality Office.

The College's entry requirements for postgraduate programmes can be found at: reception

The College statement on pastoral care and welfare support is available at: Department.

Details of Departmental arrangements for pastoral care and welfare support is available in
Student Programme Handbooks.

The university's Quality & Enhancement Framework is available at the Department.

The programme is consistent with the Qualifications Framework of the European Higher Education
Area which is available at office.

Indicators of Quality & Standards:

Prepared by Prof. Dr.....

Dr.....

Supervised by Prof. Dr.....

Approved by the President of UCSS curriculum Development Committee

