MBA

in Big Data and Digitalization

Big Data and Digitalization is changing business practices and daily life at an accelerating rate. As a future manager you need to have the knowledge and skills to make great decisions in your business career.

The MBA in Big Data and Digitalization at UITM is an online program held over 12 months (two semesters). The flexibility of online sessions allows opportunities for interaction and networking across borders. Optional Study & Business Tours in Poland also mean that students can meet up in person.

Our core faculty is from **Cambridge (UK)**, one of the world's major technology centers. Other key faculty members are from **Europe** (Poland and Finland) and the **USA.**

UNIVERSITY of INFORMATION TECHNOLOGY and MANAGEMENT
in Rzeszow, POLAND

6 REASONS TO STUDY BIG DATA AND DIGITALIZATION

You will

1. Learn about the impact of digitalization in a range of industries
2. Learn how big data and artificial intelligence are shaping the future
3. Gain practical knowledge which will allow you to make good decisions
4. Gain employable skills for use in many sectors
5. Apply your learning to case studies with wide business and social impacts
6. Work with global industry leaders and trainers at the forefront of knowledge and practice

Name of the Programme: **MBA in Big Data and Digitalization**

Study duration: **12 months (online)**

Language of instruction: **English**

Tuition fee: **EUR 4950**

Application fee (non-refundable): **EUR 150**

Course dates: **1 March 2022 – 28 February 2023**

APPLY HERE: LINK

ABOUT THE PROGRAMME

Big Data and Digitalization affects all organizations from public to private, large or small and there is an increasing need for managers who can both understand the changes happening and manage effectively. While technology is changing rapidly, there is a great need for people to control and manage it on a human scale. The MBA is designed for students from a variety of backgrounds and nationalities with an enquiring mind who relish the challenge of puzzling together technology, people, and organizations. The course will equip you for many management roles at different levels in a wide range of activities and sectors. Overall, you will gain the skills, knowledge, and vision to be able to show leadership in the fast-moving technology-driven management contexts of today.

PROGRAMME STRUCTURE

The MBA comprises an exciting and innovative mix of 12 modules. In each module, the learning is delivered by means of core reading, group work (projects and simulations), office hours, and lectures (approximately 20 hours). The content is geared to providing knowledge and skills that you can quickly apply in your working life. You will be able to study at your own pace through the module although you will need to coordinate with your group for project work. You will be able to send questions to us through chat which we will evaluate using our own technology. In the live office hours sessions, our tutors will answer your questions. There will also be live lectures every week when you will be able to ask questions. Naturally, all live sessions will be recorded for those who cannot attend on the day. Assessment of the MBA will be through the successful completion of tasks connected to group and project work.

MODULES

- Principles of digitalization and Big Data, Critical Thinking
- Finance and Investment, Accounting
- Business Analytics, Education and Consumer
- Leadership and Strategy, Ethics
- AI and Big Data
- Industry 4.0
- Blockchain and Legtech (legal tech)
- Digital Marketing
- Cyber Security
- Healthcare
- Fintech
- Final Project

You will also receive training in soft skills such as critical thinking, research skills, and report writing skills throughout the programme.

TEACHING AND LEARNING

The course is designed for busy people juggling all the demands of modern life. It is delivered online and is fully flexible. While there are short live lectures and office hours, students do not need to attend since everything is recorded for access at any time. The module structure includes bite-size chunks of learning and short tests along the way. We provide the required reading material, and we will train you to write short reports and summaries to develop critical thinking and decision-making skills. There will be project work in which you will work in international teams to solve complex real-world problems. Each module has a Module Leader who provides short video lectures and office hours sessions. Each week students can send their questions and comments in the chat stream. These are summarized using our own technology and they are answered in live office hours sessions with our faculty.

EXTRA FEATURES

- The Director's Webinar
  - Mark Perkins will give a webinar in each module on related issues

- Meeting in Poland
  - We plan a one-week meeting in Poland open to all students in the summer of 2022 (not included in the course fee)

- Business Visits
  - Students will be able to apply for 1-3 day business visits to companies in Poland (not included in the course fee)

DISCOVER YOUR CAREER OPPORTUNITIES

- Environmental Manager
- Industrial Manager
- Health Manager
- Finance Manager
- Business Development Manager
- Marketing Manager
- Strategic Manager
- Any setting where Big Data and Digitalization are found

PROGRAMME DIRECTORS

Mark Perkins, PhD MA MA
Programme Director – Education
Cambridge, UK

Mark Perkins is responsible for the educational structure and delivery of the MBA. Mark owns a training company providing lectures and PhD supervision services for university students and faculty, as well as editing services. He has a distinguished career in training business people at all levels, from technicians to senior managers and board members of international corporations, and government officers and politicians. Mark has a PhD in Applied Linguistics and owns a technology company in the field of big text data and text analysis.

Tomasz Kraszewski, PhD MSc
Programme Director – Business
Gliwice, Poland

Tomasz Kraszewski is CEO and co-owner of R&D Centre GLOKOR Ltd. He was an assistant professor at the Silesian University of Technology, Gliwice, Poland for several years and initiated many research projects. He has participated as a manager and contractor in over 20 research and implementation projects, is an author and co-author of over 60 scientific articles and a co-creator of 14 patents. He has completed industrial and scientific programmes such as KGHM HM Głogów, European Silicon, the University of Maribor, the University of Cambridge, and the University of Oxford. He is a Certified PRINCE2 project manager. Member of scientific and industry associations IEEE and PTETiS, Tomasz is a Top500 Innovator and a member of the board of SEP Gliwice Branch.

HERE ARE SOME OF OUR FACULTY MEMBERS

Dr Geraint Wyn Story, PhD MSc
Critical Thinking, Research Skills
Cambridge, UK

Dr Geraint Wyn Story has a Phd in plant biology from Cambridge University, and an MSc and BSc in biology from Manchester University. Geraint is an exceptional trainer, with clients and employers that include the very best in the world. His experience of research publishing comes from his PhD at the University of Cambridge and his time as a team leader in a biotech group at British American Tobacco BAT), one of the UK's FTSE 100 companies. He then turned his research experience to a career in the training and development of other researchers. For six years he coordinated the personal and professional development of the postgraduate and postdoctoral researchers in the life science disciplines at the University of Cambridge, focusing on topics including academic writing, project management, and how to tutor undergraduates. In 2014 he founded his own training company, reaching academic and corporate clients all over the world.

Dr Paul Heffernan, PhD MBA
Leadership
Cambridge, UK

Visiting Fellow, University of Cambridge, Paul has a background in aerospace production but has worked as a project and programme manager in construction and building since the early 1990s. His academic research has included management decision-making, technology adoption, firm and industry evolution, and manufacturing management. His experience in managing large academic research programmes includes the Innovative Manufacturing Research Centre (IMRC), at the Institute for Manufacturing Cambridge University, and the Cambridge Centre for Smart Infrastructure and Construction (CSIC), of which he was the first Director.

Professor Malcolm Brown, PhD MA
Business Ethics
Cambridge, UK

The Rev'd Canon Prof Malcolm Brown is Director of Mission and Public Affairs for the Church of England, responsible for the church's engagement with ethical issues in politics and public life. He is Visiting Professor in the Department of Theology, Religion and Philosophy at the University of Winchester and an Honorary Lecturer in the Department of Computer Science at the University of Bath where he teaches ethics in the Centre for Doctoral Training in Accountable, Responsible and Transparent Artificial Intelligence. After a first degree in Philosophy and Theology from Oxford, his doctoral studies (Manchester University, 2000) focussed on the role of plurality in market economics and Christian theology. His books include: After the Market (Peter Lang, 2004); The Church and Economic Life (with Paul Ballard. Epworth, 2006); Tensions in Christian Ethics (SPCK, 2010); Anglican Social Theology (CHP, 2014); Coming Home: A Theology of Housing (CHP, 2020) and numerous contributions to other publications including, most recently, "Ethics, Character and Community: Moral Formation and Modelling the Human", in (ed.) Maggi Savin-Baden, Postdigital Humans: Transitions, Transformations and Transcendence (Springer, 2021).

Here you can see Malcolm debating ethics and AI at Imperial College London.
www.imperial.ac.uk/computing/outreach/ethics/

Zhanna Askarova BA, MA, MBA (Finance)
Business Analytics, Growth & Performance Marketing
UK

Zhanna completed her MBA in Finance with the University of Wales and has since spent 10 years working in the Growth and Performance Marketing in UK with multiple agencies across a portfolio of industries and brands. She is currently heading performance marketing efforts for a groundbreaking fundraising platform CharityStars. Business analytics plays a major role in any company's efficient growth, by allowing businesses to gain a better understanding of their customers and their needs, make informed business decisions, identify new business opportunities, react quickly to shifts in the market and adopt data-driven processes & strategies. This has been at the heart of Zhanna's work for companies with ambitious growth targets.

Joss Wilbraham, BA
Fintech
UK

Joss is an experienced Fintech, Banking and Payments specialist with strong project management, analysis and leadership skills. Joss has an in-depth business, regulatory and technical knowledge of the payments and Financial Services landscape and has advised organisations including Open Banking UK, the FCA/PSR, Royal Bank of Scotland, Barclays, HSBC, JP Morgan Chase, Bankers Trust, SG Warburg/UBS, easyGroup, Citigroup, VocaLink. Operating at Executive/Board Level, he has been instrumental in the successful development and delivery of complex change programmes including the UK Payment Scheme, Faster Payments and the establishment of the UK Payment Systems Regulator.

Lukasz Augustyniak MA MSc
AI and Big Data
Wroclaw, Poland

Lukasz Augustyniak is a Data Scientist with many years of experience in various machine learning and data science projects such as social media monitoring, call centre transcription analysis, language modelling, recommendation engines, information extraction from texts, automotive data analysis, time-series predictions, and many more. His major research is related to aspect-based sentiment analysis at the Wroclaw University of Science and Technology, Poland. Lukasz is currently Head of Data Science for Edvantis, and senior Machine Learning Engineer for Avaya.

Dean Allemang PhD MSc
AI and Big Data
USA

Dean Allemang has an Master's in mathematics from Cambridge University and PhD in Computer Science from Ohio State University. He is a consultant and author of "Semantic Web for the Working Ontologist", a best-selling book on web semantics. He has specialized in knowledge- based systems for the past few decades, working in various industries including finance, media, health care and life sciences, and aerospace. He has made key

contributions to FIBO, the Finance Industry Business Ontology, which mediates data sharing in the financial services industry. He believes that data should be shared freely on a global scale and has focused his work on enabling that possibility. Dean recently joined data.world, a company that shares his commitment to the democratization of data sharing on a global scale.

George Parry MA
Digital Marketing
London

George graduated from the University of Edinburgh in 2014, with a First Class MA (Hons) in Italian and Classics. He has since spent over 6 years working in Online Advertising, Search Engine Optimisation and other digital media, with multiple agencies and freelancers, and currently sits in an in-house Acquisition team for a medium-size e-commerce business. He is professionally certified in Google technologies (Ads and Analytics), and has a wealth of experience in digital marketing tools and platforms, focusing primarily on web and app advertising.

Artur Pollak MSc
Industry 4.0
Gliwice, Poland

President of the Management Board of APA Group, Member of the Programme Council of the Faculty of Electrical Engineering of the Silesian University of Technology and Member of the Management Board of the Polish-German Chamber of Commerce and Industry, as well as Member of the Management Board of the Polish Green Construction Association. Co-founder of the Silesian IoT Cluster SINOTAIC (www.sinotaic.com). Expert in computer control systems. He has led several projects, creating factories termed Industry 4.0 in Europe and China. Creator of the ultramodern technology showroom in Gliwice APA Black House (www.apasmart.pl). Among the clients are such giants of the world industry as: VW, Eisenmann, FIAT, OPEL, 3M, MAN, Amazon, DB Schenker, Tesla, or prestigious technical universities.

Maruf Hasan ACCA LLB
Finance and Investment
Dhaka, Bangladesh

CEO Fernhill Consulting, an associate member of the Association of Chartered Certified Accountants (ACCA) of the UK. He is an advocate and member of the Bangladesh Bar Council, and a member of the Dhaka Bar Association. He is a panel arbitrator of the Bangladesh International Arbitration Centre (BIAC), the first international arbitration institution of the country for Alternative Dispute Resolution. Mr. Hasan is an associate (Financial Crime and Fraud Litigation) of the renowned law chamber REZA & Associates owned by Advocate Rezal Karim, Public Prosecutor for the Anti-Corruption Commission (ACC) and Special Prosecutor for the Bangladesh Securities and Exchange commission (BSEC). He is also a Legal Advisor – Infrastructure Transaction of PPP office, Prime Minister's office. Maruf Hasan has over seven years of experience in the UK in audit, taxation, VAT Investigation and financial consultancy, including dispute resolution services as a forensic accountant. Mr. Hasan is the CEO of Fernhill Consulting House and currently offers all types of business dispute resolution and mediation services, and consultancy in major investment projects.

STRATEGIC BUSINESS PARTNERS

- APA Group (Poland)

- Fernhill Consulting

- Centricity Finance (USA)

- Data.World (USA)

ENTRY REQUIREMENTS

a. Bachelor's Degree Certificate or Diploma (digital copy of the original and authorised translation into English or Polish if necessary).

b. English level equivalent to at least B2 or higher in accordance with the Common European Framework, or assessment by UITM as needed.

c. At least 2-3 years of relevant and appropriate work experience presented in the Curriculum Vitae (CV) and Personal Statement of motivation (max. 1 page).

To follow the course, you will need a computer, tablet or mobile phone with Internet access and a standard operating system (Windows, Android or IOS). In addition, you will be given access to the Blackboard platform where all teaching materials prepared by the course tutors will be posted. Live classes will be conducted on the Cisco Webex platform.

CONTACT

Mark Perkins, PhD MA MA Programme Director

email: **mperkins@wsiz.edu.pl**

Admissions Office

email: **mba@wsiz.edu.pl**

ABOUT UITM

Quality Education
affordable tuition fees

Internship at
International Companies

Diploma
recognised worldwide

Great job opportunities
in global industries

Cisco, Apple, Microsoft
training programs

Mobility
with EU Universities

Lufthansa
patronage for Aviation Management programme

Internationalisation
students from 50 countries

Prestigious Certificates
free for our best students

Unique students experience
in Europe