

Driving Excellence 2024

Innovation and Impact Insights

30th

ANNIVERSARY

WSB UNIVERSITY

A University like no other

WE CELEBRATE THE JUBILEE 30 years

A UNIVERSITY UNLIKE ANY OTHER

WSB University is an extraordinary place. This is true because it confirms the well-established rule that the success, character, and future of institutions like universities are primarily determined by the people. Staff at all levels, students, guests, and friends. Without them, universities are just walls. The essence of the university lies in relationships, the exchange of ideas, and learning...



Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD
rector

International University

WSB University is distinguished by the high quality of its scientific research, confirmed by the results of higher education evaluations (7 entitlements to confer the degree of postdoctoral degree and doctor). The university ranks 3rd in Poland according to the "Perspektywy" Higher Education Ranking (private universities) and is a leader in internationalization among higher education institutions in Poland. It is a valued partner for businesses and local governments, thanks to cooperation based on utility and high-quality services. WSB University is regarded as a leading opinion-forming center in selected areas important for socio-economic development, as well as a place for comprehensive and unrestricted development. An open and proactive organizational culture enables the dynamic growth of the university. The strong loyalty of WSBU alumni stems from the high quality and utility of their education.

The university continuously develops its initiatives, attracting students and staff from around the world.

Over 3,000 students from more than 80 countries chose WSB University to study. One in three international students in the Silesian Voivodeship is a student at WSB University. This enables us to build cultural and religious diversity, fostering attitudes of tolerance and openness.

Researchers from abroad make up over 12% of the university's academic staff. Together with top institutions around the world, such as Harvard, Stanford, Cambridge, Oxford, and the University of California San Diego, WSB University conducts scientific research projects that contribute to the development of key areas of knowledge. The Institute for Studies on Territorial and Interorganizational Cooperation at WSB University has become a global leader in research on cross-border cooperation.

WSB University systematically enhances its international recognition, as confirmed by its successes in prestigious global rankings: Times Higher Education (THE), Green Metrics, Unirank, and Round University Ranking. The CEEMAN IQA accreditation, one of the most respected in the field of management education, the EUR-ACE® Label accreditation for engineering programs in Computer Science and Transport, the ACCA accreditation for the Finance and Accounting program, the IPMA accreditation for project management, and others, as well as membership in the European University Association, the European Foundation for Management Development, and certifications such as the Business School Impact System (BSIS IMPACT) and the Responsible Management Education Partner certification from GPM Global, strengthen WSB University's position as an international university and highlight its role as an institution shaping the future in a dynamically changing global educational environment.

The attainment of the Quality Label of the European Solidarity Corps as a leading organization confirms compliance with the highest standards of the program and allows students to participate in projects with a strong solidarity dimension. Volunteer projects provide young people with the opportunity to engage in volunteer work both domestically and abroad.

WSB University is the leader of an international alliance of 11 universities from 10 European countries under the project "Q-Helix - The Inclusive European University Guided by the Quintuple Helix Compass," which received the "SEAL OF EXCELLENCE" from the European Commission. This project aims to build a pioneering collaboration ecosystem based on the Quintuple Helix model, which integrates universities, industry, government, society, and the environment, supporting digital and ecological transformation. The European Commission recognized the university's commitment to scientific development and academic excellence by awarding WSB University the HR Excellence in Research distinction.

Leader in Socio-Economic Development

Through its commitment to projects that bridge science, business, and administration, WSB University plays a key role in the economic development of the country, creating modern solutions that address contemporary challenges. Together with its partners, the university engages in initiatives aimed at developing innovative tools and services, such as analytical platforms for monitoring the condition of urban infrastructure, decision-support systems for crisis management, and tools for monitoring environmental pollution. WSB University collaborates with leaders in industry and technology and serves as a key partner for business, public administration, and local governments to jointly develop modern and sustainable solutions that transform urban spaces and contribute to improving the quality of life for residents.

These projects have resulted in the creation of virtual laboratories and VR simulations, among other outcomes. These concrete actions not only address the needs of the job market but also position WSB University at the forefront of innovative institutions in the country. Our unique research units, such as the Technology Transfer Center, the Institute for Regional Development, and the Institute for Artificial Intelligence Research, carry out strategic scientific research projects, including geolocation systems and tools for detecting disin-

formation and fake news. These initiatives bring innovative products and services to the market that shape the future of cities and businesses in Poland and abroad.

In recent years, WSB University has conducted a series of research and analyses that not only strengthen its position as a leader in innovation but also have a real impact on developmental processes in the region. Developing strategies for urban and regional growth, researching the digitization of businesses, and adapting to climate change are becoming the foundation for creating modern strategies and local policies. In response to the changing demands of the market, WSB University also conducts research on the development of soft, digital, and green skills, which are crucial in the traditional European manufacturing sector. The university organizes numerous international scientific conferences and is involved in developing educational programs aimed at equipping students and staff with the skills necessary in the era of industrial transformation, including areas such as automation, artificial intelligence, and sustainable development.

LifeLong WSB University
- "University for Life"

We are consistently developing our vision of a "University for Life," supporting education at every stage. Through a rich offering of programs, close collaboration with business, and an innovative approach to teaching, the university is becoming a place that opens new perspectives and helps achieve success in both professional and personal life.

In addition to bachelor's and master's programs offered in 26 fields, WSB University also offers dual studies, runs Executive MBA and Master of Business Administration programs (partnering with EY Academy of Business), and is a leader in postgraduate education (with an offer of over 100 postgraduate programs). The university operates Doctoral School, which implements the "Implementation Doctorate" program and doctoral seminars. It provides education at 7 locations (at headquarter in Dąbrowa Górnicza, as well as in Gliwice, Tychy and at branch faculties in Cieszyn, Żywiec, Olkusz and Kraków).

Our university is a space where everyone, regardless of age, discovers new opportunities and develops skills, passions, and talents. WSB University is a place where learning and development open doors to unlimited possibilities. We also run unique educational programs aimed at children and young people, such as the network of Children's Universities, where young participants engage in interactive lectures and workshops led by lecturers and experts who present topics in the fields of exact sciences, natural sciences, engineering, and humanities in an accessible way.

WSB University's offerings are also directed towards seniors, for whom a wide range of activities, workshops, and lectures tailored to their needs and interests are provided within the network of Third Age Universities. We support seniors in expanding their horizons, building digital competencies, and maintaining social engagement, which contributes to their better functioning in a dynamically changing world.

The programs of the network of Children's Universities and the network of Third Age Universities are very popular and attract hundreds of participants each year who wish to actively engage in academic life and develop their passions.

WSB University also offers a wide range of courses and training programs dedicated to professionals at every stage of their careers, allowing them to acquire new skills and qualifications at a convenient time and pace. Our offerings include training in project management, modern sales methods, digital transformation, as well as courses preparing for international certifications such as PRINCE2, PMP, and Lean Six Sigma.

Participatory
University

WSB University is an institution that develops together with its community. I am convinced that the success of an educational institution lies in its ability to listen to the voices of all – students, staff, alumni, and external partners.

It is in this spirit, in full dialogue with our community, that the University Development Strategy for 2021-2026 was created, which has been named the Roadmap. This is not just a formal record of our goals and the indicators for achieving them, but above all, a testament to our shared vision for the future, in which everyone has a real impact on shaping our community and expanding the areas of real influence of the university on its environment.

Impact that is measurable. Last year, the university underwent an evaluation process during which WSB University's impact on the region was assessed based on 120 indicators in 7 key areas: financial, educational, economic, social, scientific, and the university's influence on building and strengthening the region's image both nationally and internationally.

As part of our Strategy, we place particular emphasis on the accessibility of education for everyone, including individuals with disabilities and special needs. Through the "Accessible University" project, we are systematically eliminating barriers that could limit the development opportunities of our students. We have implemented a range of facilities, including infrastructural, digital, and administrative improvements. We offer financial, legal, psychological, and academic support to all students. Our support offerings include scholarship programs, specialized courses and training, as well as workshops aimed at raising awareness and competencies of the entire academic community regarding the needs of individuals with diverse requirements.

Over the past 3 years, as part of the Skills Development Program, we have trained over 7,000 students and nearly 500 staff members, enhancing their interpersonal, industry-specific, and digital competencies.

The complementary education model, which allows for blended learning, along with the digital administration solutions implemented by WSB University, enhances the accessibility of education for individuals with diverse needs.

Our commitment to building an open and development-friendly environment is reflected in satisfaction survey results, which show that nearly 90% of staff identify with the mission and values of our university, while approximately 80% of students appreciate the atmosphere that supports their academic and personal development. This attitude strengthens our position as an institution that not only educates but, above all, inspires holistic development and collaboration.

Digital WSB University *The systematic and planned actions taken by the university over the past few years have allowed it to develop a model of digital maturity that equally digitizes the educational, scientific, and administrative areas. We are consistently expanding and integrating individual IT systems to create a single ecosystem that supports both students and staff. Modern technologies not only support but also define the way we fulfill our educational mission. Our digital approach means continuous optimization of processes to make them more efficient, sustainable, and tailored to changing needs.*

In the educational area, WSB University has implemented a complementary educational model that skillfully combines in-person teaching with synchronous and asynchronous remote learning. The university utilizes an e-learning platform, a professional electronic examination system (Inspera), virtual laboratories, VR simulators, advanced tools for design and engineering simulations (e.g., Catia, Ansys, FlexSim), distance transmission systems and advanced data analytics tools that allow us to analyze how our students use educational materials. We have also implemented a pioneering proctoring system based on AI algorithms during examinations, which is unique in the country.

Automation of processes improves the transparency of actions and internal communication, enabling faster decision-making. Webcon also supports sustainability initiatives by reducing paper consumption.

In the area of administration, digitization plays a key role in optimizing and automating processes and improving student services. Electronic student workflows allow most matters to be handled without leaving home. The electronic document circulation system and Webcon enable the digitization of many administrative processes, making them more efficient, faster, and automated. Moreover, they eliminate repetitive tasks, optimize information flow, shorten task completion times, and minimize the risk of errors. One of the key elements of our digital transformation is our Business Intelligence analytical systems, which enable advanced analyses using modern tools such as Amazon QuickSight and Tableau BI, supporting management decision-making.

We emphasize the development of digital competencies among our students and staff so that everyone can fully utilize modern tools. An example of this is the use of systems based on artificial intelligence algorithms to predict student retention. As one of the few universities in Poland, we prepared guidelines for the use of AI-based systems in teaching as early as last year.

The skillful use of technology has made the educational process at WSB University more flexible, tailored to individual needs and conducive to the effective development of each student.

Dear All,

It has been 30 years since the establishment of WSB University. Each year of our operation has strengthened our position as a leading educational institution, enhancing our public authority and confirming our commitment to the education and career development of our graduates. This allows us to look to the future with optimism and determination, continuing our efforts towards innovative education and support for individual development. I am pleased that over these three decades we have managed to create an environment conducive to learning, inspiration and success.

Every success achieved is the result of collaborative effort—students, staff, partners, and alumni—who contribute to the development of our university and the creation of its unique identity every day.

No one who achieves success does so without the help of others. Wise and confident managers accept this help with gratitude.

Thank you all for your invaluable support. It is thanks to your daily work and determination that WSB University has gained prestige and trust among other universities, local governments and the business sector. Your commitment and determination form the foundation of our success, creating solid grounds for the continued development of WSB University.

I wish all members of our academic community many further successes, an enduring passion for research and education, and a sense of strength that comes from being part of WSB University community in Dąbrowa Górnicza.

And those who want to change the world will not be stopped by anything.

*Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD
Rector*

Ranking of Higher Education Institutions

3rd place among all non-public universities in Poland - WSB University once again on the podium in the University Ranking "Perspektywy 2024"

1. Kozminski University in Warsaw
2. SWPS University in Warsaw
3. **WSB University in Dąbrowa Górnicza**

WSB University was particularly recognized in the following categories:

Internationalization:

- **100** points in the subcategory of Foreign Students
- **100** points in the subcategory of Students Studying in Foreign Languages
- **67.44** points in the category of Academic Staff Exchange (outgoing) within the Erasmus+ Program

Scientific strength:

- **87.40** points in the subcategory of Evaluation of scientific activity
- **67.38** points in the subcategory of Staffing density with highly qualified personnel
- **57.14** points in the subcategory of Doctoral and post-doctoral qualifications

Innovation and collaboration with the economy

- **72.13** points in the subcategory of Postgraduate studies

Graduates in the job market

- **65.76** points in the subcategory of Graduate salaries
- **62.61** points in the subcategory of Graduate employment



Among all academic institutions (public and private), WSB University ranked 24th.

UNIVERSITY Ranking

Perspektywy

1. place in Poland in the category of internationalization

In the category of internationalization, high marks were awarded for: strategic partnership projects involving the university, foreign academic staff, student exchange programs conducted by the university, faculty exchange programs, multicultural student environments, students studying in foreign languages, and international students.

2. place ranking in Poland for the National Security program

1. University of Warsaw

- 2. WSB University in Dąbrowa Górnicza**

3. Jagiellonian University in Kraków

The National Security program ranked 2nd among all security programs in Poland. It received very high marks for: evaluation of scientific activity (100 points), quality of admitted students (89.70 points), FWVI (Field-Weighted View Impact) — an indicator that measures the relationship between the number of views of the university's publications and the average number of views received by similar publications indexed in the SCOPUS database from 2019 to 2023, concerning the leading discipline for the program (89.30 points), publications in international collaboration (87.10 points), and Top 10 (Publications in Top 10 Journal Percentiles) — an indicator measuring the extent to which the university's publications are present in the top 10% most cited journals worldwide.

4. place in Poland for the Logistics program

The Logistics program ranked 4th in Poland, achieving an impressive score of 97.1 points. The highest points

1. Poznań University of Technology

2. Krakow University of Economics

3. Wrocław University of Economics

- 4.= WSB University in Dąbrowa Górnicza**

- 4.= Silesian University of Technology

were awarded for the quality of education and strong connections with the job market, confirming the high teaching standards and practical preparation of students.

1. place in Silesia Province

Management, Computer Science, Transport, and Logistics are the fields of study that ranked 1st among all universities in Silesia Province.

Management

- 1. WSB University in Dąbrowa Górnicza**

2. University of Economics in Katowice

- 3.= Silesian University of Technology

Computer Science

- 1. WSB University in Dąbrowa Górnicza**

2. Bielsko-Biała University

3. University of Economics in Katowice

Transport

1. **WSB University in Dąbrowa Górnicza**
2. Silesian University of Technology
3. Bielsko-Biała University

Logistics

1. **WSB University in Dąbrowa Górnicza**
2. Silesian University of Technology
3. University of Economics in Katowice



Executive MBA - 4th place in Poland MBA Programs Ranking

The Executive MBA program ranks 4th, the Master of Business Administration (partnered with EY) ranks 6th, and the MBA in Healthcare ranks 12th - these are the results of the latest MBA ranking by the Perspektyw Educational Foundation, recognized as one of the most prestigious and objective rankings of MBA programs in Poland.

The ranking is based on five rigorously assessed criteria (Program Participants, Faculty, Program Content Features, Graduate Career Support, and Program Reputation and Prestige), which include a total of 28 indicators. All MBA programs offered by WSB University were included in the overall ranking as well as in each category.

Moreover, the MBA faculty at WSB University was recognized as the best in the country (1st place). This prestigious distinction results not only from the instructors' business experience but also from their availability to students, gender equality among the faculty, and the high scientific and teaching quality of the trainers and mentors. As a result, postgraduate students have a unique opportunity to learn from the best, which undoubtedly contributes to their future professional success.

The MBA and Executive MBA programs were also recognized as the best in Poland in the "Participants" category (1st and 2nd place, respectively). This criterion assessed aspects such as the recruitment process, the professional experience of candidates, the specificity

of selection criteria, and the diversity of participants in terms of nationality and gender equality.

In the "Program Characteristics" category, which is the most important element of the evaluation with a weight of 30%, the MBA program at WSB University ranked 2nd. This category emphasizes the quality and completeness of the courses, the required number of hours, and the international experience gained by participants, which confirms its international and comprehensive nature.



WSBU once again among the world's elite

WSB University has once again been included in the Times Higher Education Impact Ranking 2024, which assesses the achievement of the United Nations Sustainable Development Goals. The ranking evaluated over 2,100 universities from 125 countries worldwide. Among these institutions, only 25 are from Poland, including WSB University. The university ranked in the top half globally and within the top ten Polish universities.

The contribution of WSB University to addressing social inequality was particularly recognized. In this area, the university ranked first in Poland and was placed among the top globally.

In the category related to gender equality, WSB University ranked fourth in Poland. This success underscores the university's commitment to promoting equality and strengthening the role of women in education.



WSB University also received recognition for its efforts in ensuring quality education, ranking third among Polish universities. In the previous ranking, WSB University also achieved high positions in the implementation of sustainable development goals, being recognized by the Times Higher Education (THE) World University Rankings at the LUMEN 2023 conference.

UI GreenMetric World University Rankings

WSB University is among the 15 Polish universities included in the UI GreenMetric World University Rankings 2023. This annual international ranking evaluates universities' achievements in sustainability. The results were announced during the Abu Dhabi University International Conference on Advancing Sustainable Futures (ICASF 2023) and the UI GreenMetric World University Rankings conference, held in the capital of the United Arab Emirates. WSB University was represented by Prof. Katarzyna Szczepańska-Woszczyzna, the Vice-Rector for Science and Education. WSBU made it onto this list due to its implementation of actions aligned with the United Nations Sustainable Development Goals.

The UI GreenMetric World University Ranking is currently one of the leading global rankings evaluating the impact of higher education institutions on the environment. The main goal of the ranking is to promote actions taken by universities

towards environmental protection, sustainable development, and the reduction of greenhouse gas emissions.



Positive evaluations by the Polish Accreditation Committee

Medical Program

The Presidium of the Polish Accreditation Committee issued a positive evaluation for the medical program at WSB University. The PAC Resolution No. 544/2024, dated July 25, 2024, documents the high level of education and scientific research conducted at the Collegium Medicum - Medical Faculty of WSB University.

The positive evaluation (without recommendations) issued by the PAC for a full period of 6 years confirms WSB University's complete readiness to conduct education in the medical program from the very first cycle of studies. Education in the medical program, as well as in fields such as physiotherapy, emergency medical services, nursing, and cosmetology, is conducted at the Collegium Medicum - Medical Faculty.

The resolution of the Polish Accreditation Committee confirmed that the Collegium Medicum - Medical Faculty of WSB University provides the infrastructure required for medical education. The Collegium Medicum - Medical Faculty of WSB University includes, among other facilities: a Microscopy Lab, an Anatomy Lab (including a teaching dissection room equipped with anatomical bodies prepared for educational purposes, anatomical models, as well as virtual anatomy tables and 3D atlases), and labs for Physiology, Biophysics, Biochemistry, and Chemistry. It also features a Multidisciplinary Medical Simulation Center equipped with advanced simulators for adult patients, pregnant women, newborns, geriatric patients, pediatric simulators, as well as ultrasound and ECG machines, ventilators, infusion pumps, and other equipment that enables classes in simulated clinical conditions accurately reflecting real hospital settings. The Collegium Medicum - Medical Faculty of WSB University collaborates with 15 healthcare entities, including 2 facilities that operate similarly to clinical hospitals, providing health services in the areas of inpatient treatment, specialized outpatient care, primary healthcare, units of the State Medical Rescue System, and hospice care.

One of the strengths of WSB University is its qualified staff representing the fields of medical sciences and health sciences—individuals who hold academic titles and degrees as well as medical specializations. The Polish Accreditation Committee also appreciated the student scientific movement and efforts to support students.

Management

Among the good practices in the Management program, the following were highlighted: the development of teaching methods for remote education and the measurement of learning progress, along with formative and summative assessment; the creation of a model for implementing blended learning; and a systematic and comprehensive approach to internationalization, demonstrated by the participation of foreign academic teachers conducting classes in the assessed program, student and faculty mobility, numerous international projects, and research in multinational partnerships led by our researchers. Examples include international projects funded by Erasmus+ grants and the collaboration of WSB University with NATO Defence Education Enhancement Programmes (DEEP) in implementing VR/AR solutions in the educational process. The quality of the conducted research was also recognized, as well as the fact that their results are utilized in the educational process, engaging students in problem-solving tasks, discussions, brainstorming sessions, and case studies.

Logistics

In the Logistics program, the Polish Accreditation Committee (PAC) appreciated good practices such as: the systematic implementation of sustainable development goals, long-term and comprehensive support for students through mentoring, a program for diagnosing and developing psychological resilience, a golden index program, and co-publications with academic supervisors. The PAC also recognized the offering of several specializations in partnership with companies, such as the Optimization and Simulation Engineering specialization conducted in collaboration with Flexsim Intermarium, and the dual specialization run with partners like Raben Group and Gruber Logistics. The Polish Accreditation Committee (PAC) also highly evaluated the IT infrastructure and technical equipment of specialized laboratories, including, among others, the metrology laboratory and software for learning engineering graphics. These are another set of positive evaluations from the Polish Accreditation Committee (PAC) for WSB University. In 2023, positive evaluations were also awarded to the programs in National Security and Sociology.

Awards and Honors

Certificate of Excellence in Education from the Polish Accreditation Committee for the Management program

WSB University is the first and only university in Poland to receive the Certificate of Excellence in Education from the Polish Accreditation Committee for the Management program with a practical profile (bachelor's degree) and a general academic profile (master's degree).

The Certificate of Excellence in Education from the Polish Accreditation Committee in the category of Partner for Development—excellence in cooperation with the socio-economic environment—was awarded to two universities offering management programs: WSB University (management program—bachelor's degree with a practical profile and master's degree with a general academic profile) and the Wrocław University of Economics (management program—bachelor's and master's degrees with a general academic profile).

The certificate awarding ceremony took place on June 13, 2024, at the Ministry of Science and Higher Education in Warsaw. The certificates were presented by Dariusz Wiczorek, the Minister of Science, and Assoc. Prof. Janusz Uriasz, PhD, the Chair of the Polish Accreditation Committee.

The basis for granting the certificate is a positive program evaluation awarded for 6 years, supported by good practices in the quality of education or documented, regular achievements of students and graduates. Applications for certifying a program are submitted by the chairs of teams operating within the field of science and the field of art, based on the recommendation (along with justification) contained in the team's opinion.

The PAC certificates of excellence are awarded to the best study programs with the highest quality of education, confirmed by documented and regular achievements of students and graduates.

This prestigious distinction is awarded to programs that not only meet the conditions for a positive evaluation but also stand out for implementing effective, innovative, and exemplary solutions that ensure high-quality education. The awarded certificate is equivalent to a distinguished rating in previous accreditations.



European Solidarity Corps Quality Label

WSB University received the European Solidarity Corps Quality Label as a Lead Organisation. Along with the accreditations obtained in 2023 in the areas of hosting and supporting volunteering projects, WSB University has secured all possible accreditations from the European Solidarity Corps.

The Quality Label is a certificate awarded by the National Agency of the European Solidarity Corps, confirming that an organization participating in an ESC project meets all program standards. Any organization or institution wishing to engage in Volunteering Projects must have the Quality Label.

The Quality Label confirms that the organization provides young people with the opportunity to participate in high-quality projects that have a strong solidarity dimension, in line with the values and objectives of the European Solidarity Corps.



BSIS Impact Certificate

WSB University has obtained the Business School Impact System (BSIS IMPACT) certificate, which confirms the university's impact on the socio-economic environment and its significant role in shaping social responsibility. WSB University is the fourth university in Poland to receive the BSIS certificate (following Kozminski University, Warsaw School of Economics, and the University of Economics in Poznań). The impact of WSB University on the region was assessed based on 120 indicators across seven key areas: financial, educational, economic, social, scientific, and



the university's influence on building and enhancing the region's image both nationally and internationally. Additionally, experts praised WSB University for its commitment to supporting diversity, equality, and sustainable development, as well as its contribution to the internationalization of the region.



WSB University is one of the most frequently chosen universities in Poland, according to the Ministry of Education and Science

WSB University is one of the most frequently chosen universities in Poland, according to the information published by the Ministry of Education and Science regarding the recruitment results for the academic year 2023/2024. The Ministry's report includes first-cycle and second-cycle studies, as well as uniform master's programs.

The Rector of WSB University in the Program Council of Horizon CEE'24

The Rector of WSB University has been appointed to the Program Council of the Horizon CEE'24 conference. Horizon CEE'24 is an event that focuses on key challenges facing Poland in the areas of business, economy, technology, its position in the EU, and geopolitical security. Within this multifaceted event, leaders from Polish and global business, politics, along with experts and leading representatives from the academic world, discuss strategic topics related to Poland's future development in the coming decades.

The Rector of WSBU has been appointed to the Silesian Council for Occupational Safety



Prof. Zdzisława Dacko-Pikiewicz has been appointed to the Silesian Council for Occupational Safety. The nomination was presented by the District Labor Inspector in Katowice, Piotr Kalbron. The Council includes representatives from the District Labor Inspectorate in Katowice, employee representatives, employers, and officials from institutions and universities operating in the Silesian Voivodeship.

The Rector is the Vice-Chair of the Conference of Rectors of Private Higher Education Institutions

Prof. Zdzisława Dacko-Pikiewicz has been re-elected as the Vice-Chair of the Conference of Rectors of Private Higher Education Institutions for the term 2024-2028. The elections took place during the reporting and election meeting of KRAUN, held on June 10, 2024. KRAUN brings together leading private universities in Poland, inspiring and representing the shared interests of these institutions.

Appointment to the Council of Scientific Excellence

Scientists from WSB University: Assoc. Prof. Katarzyna Szczepańska-Woszczyzna, PhD, Vice-Rector for Science and Education; Prof. Bernard Wiśniewski, Director of the Research Methodology Center in Security Sciences; and Assoc. Prof. Katarzyna Chruzik, PhD, Professor at WSBU and Chair of the Scientific Discipline Council for Safety Engineering, have been appointed to the Council of Scientific Excellence for the term 2024-2027. A total of 478 representatives from higher education institutions across the country competed for the position. The Council aims to uphold the highest standards of scientific activity required for obtaining academic degrees, artistic degrees, and the title of professor.

In the Polish WSB University of Sciences

Employees of WSBU appointed to the Scientific Committees of the Polish Academy of Sciences for the term 2024-2027:

- **Assoc. Prof. Artur Fabiś, PhD** - Member of the Gerontology Section of the Polish Academy of Sciences,
- **Assoc. Prof. Iwona Klonowska, PhD** - Secretary of the Education for Safety Commission of the Polish Academy of Sciences, Member of the Rehabilitation Pedagogy Section of the Polish Academy of Sciences,
- **Prof. Mirosława Nowak-Dziemianowicz** - Member of the Educational Sciences Committee of the Polish Academy of Sciences, Chair of the Educational Policy Commission, Chair of the Critical Pedagogy Section of the Polish Academy of Sciences,
- **Prof. Danuta Strahl** - Member of the Statistics and Econometrics Committee of the Polish Academy of Sciences,
- **Assoc. Prof. Zofia Szarota, PhD** - Deputy Chair of the Gerontology Section of the Polish Academy of Sciences,
- **Assoc. Prof. Sławomir Trusz, PhD** - Member of the School Pedagogy Section of the Polish Academy of Sciences,
- **Assoc. Prof. Marek Walancik, PhD** - Chair of the Education for Safety Commission of the Polish Academy of Sciences, Member of the Education Policy Commission of the Polish Academy of Sciences.

Among the best in the international World Scientists Rankings 2024

Academic teachers from WSB University have once again been recognized among the best scientists in the prestigious international Ad Scientific Index 2024 ranking.



The Ad Scientific Index is a ranking system based on publication metrics and citation metrics. It classifies individual scientists and researchers, fields, and universities based on their total H-index, i10 index, and citation results in Google Scholar over the past five years. From WSB University, the following individuals appeared on the ranking list:

in the field of management and quality sciences:

- in the field of **management and quality sciences**: Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD; Assoc. Prof. Katarzyna Szczepańska-Woszczyna, PhD; Assoc. Prof. Marcin Lis, PhD; Prof. Roman Niestrój; Assoc. Prof. Rui Alexandre Castanho, PhD; Assoc. Prof. Łukasz Wróblewski, PhD; Assoc. Prof. Joanna Kurowska-Pysz, PhD; Assoc. Prof. Joanna Dzieńdziora, PhD; Assoc. Prof. Justyna Bugaj, PhD; Assoc. Prof. Piotr Saługa, PhD; Grzegorz Kinelski, PhD; Robert Seliga, PhD; Karolina Mucha-Kuś, PhD; Mateusz Grzesiak, PhD; Krzysztof Wrana, PhD; late Assoc. Prof. Włodzimierz Sroka, PhD;
- In the field of **security sciences**: Prof. Robert Socha; Assoc. Prof. Andrzej Czupryński, PhD; Assoc. Prof. Adrian Siadkowski, PhD; Krystian Mączka, PhD;
- In the field of **civil engineering, geodesy, and transport**: Prof. Lech Bukowski; Assoc. Prof. Katarzyna Chruzik, PhD; Assoc. Prof. Aleksander Dawid, PhD; Assoc. Prof. Rafał Deja, PhD; Karol Jędrasiak, PhD; Iwona Krzyżewska PhD; Anna Śmiglewicz, PhD;
- In the field of **pedagogy**: Prof. Jerzy Kochanowicz; Assoc. Prof. Sławomir Trusz, PhD; Assoc. Prof. Małgorzata Orłowska, PhD; Assoc. Prof. Marek Walancik, PhD;
- In the field of **medical sciences and health sciences**: Assoc. Prof. Mariola Szulik, PhD; Assoc. Prof. Olga Nowotny-Czupryna, PhD; Krzysztof Czupryna, PhD.

Professor Rui Alexandre Castanho is the Ambassador of the European Climate Pact

Lecturer and researcher at WSB University, Professor Rui Alexandre Castanho, has been appointed by the European Commission as the Ambassador of the European Climate Pact for Portugal.

The European Climate Pact is an innovative initiative of the European Union, integral to the European Green Deal. Its primary goal is to shape an ecological future for Europe. Within the framework of the Climate Pact, priorities include spreading reliable scientific knowledge about the climate, inspiring specific commitments in the area of environmental protection, and actively supporting the management of the Pact and co-creating the climate policy of the European Union.

Tomasz Gąsior, M.D, PhD is a laureate of the prestigious Supertalents in Medicine competition

Tomasz Gąsior, M.D, PhD, a cardiology specialist at Collegium Medicum - Medical Faculty of WSB University, has been awarded in the prestigious Supertalents in Medicine competition. The Supertalents in Medicine competition has been organized by 'Puls Medycyny' since 2012. Its purpose is to recognize the leaders of the younger generation who are transforming Polish medicine for the better through their knowledge, commitment, and passion. Additionally, Tomasz Gąsior M.D, PhD has joined the elite group of researchers publishing in 'The New England Journal of Medicine' (NEJM), regarded as the most prestigious medical journal in the world (Impact Factor = 158.5). Along with his research team, Tomasz Gąsior M.D, PhD has also published two other articles in leading cardiology journals - Circulation (IF = 37.8) and the Journal of the American College of Cardiology (IF = 24).



The presented results showcase the findings of a large international study assessing the impact of the SGLT2 inhibitor - empagliflozin - on treatment outcomes in patients after a heart attack. These findings could be crucial for recommendations on preventing heart failure in patients with heart attacks worldwide.

Pioneering surgery by a researcher from WSBU recognized in the medical world

M a r c i n Miszczyk M.D, PhD, an oncologist from the Collegium Medicum - Medical Faculty of WSBU, in collaboration with Prof. Jerzy Wydmański, performed in Gliwice the first surgery in Europe utilizing results from an original clinical study on a new



method for pain relief in patients with advanced pancreatic cancer. This method, known as celiac plexus radioablation, employs the latest techniques in stereotactic radiation therapy.

This method has been described in 'Lancet Oncology,' a leading oncology journal with one of the highest scientific impact factors in the world (IF = 41.6). The authors of the publication are Yaacov Lawrence, PhD and Marcin Miszczyk, M.D, PhD.

Julia Bijoch, M.D, PhD in the EIT Health program

Julia Bijoch, M.D, PhD from WSB University WSB has become a participant in the Top Female Founders (TFF) program, organized by EIT Health in collaboration with the European Union. The program includes 100 selected women from around the world, with only two from Poland. Its goal is to facilitate international exchange of experiences in health and new technologies in medicine, as well as to develop significant solutions for key challenges in healthcare. The program concluded with a week-long workshop in Vienna, Austria.

Award for the Best Scientific Monograph

Agata Radecka, PhD received first prize in the "FRSE Monographs" competition for the best scientific monographs dedicated to education in 2023. The award was granted for her doctoral dissertation defended at WSB University titled: "The Issue of Changing the Role of Foreign Language Teachers: A Postmodern Context," written under the supervision of Prof. Mirosława Nowak-Dziemianowicz.

The competition is organized by the Education System Development Foundation, and the prize includes publication by the FRSE Publishing House.

Joanna Fojcik, PhD has been appointed as the provincial consultant in the field of psychiatric nursing

Joanna Fojcik, PhD has been appointed as the provincial consultant in the field of psychiatric nursing. She received her five-year appointment from the Silesian Voivode, Marek Wójcik.

The newly appointed consultant is a lecturer at the Collegium Medicum - Medical Faculty of WSB University and serves as the coordinating nurse for the Day Psychiatric Rehabilitation Ward at the Department and Clinic of Psychiatric Rehabilitation at the Upper Silesian Medical Center named after Professor Leszek Giec in Katowice.

Iwona Karpińska has been appointed Chair of the Silesian Network of Career Offices

Iwona Karpińska, head of the Academic Career Office at WSB University, has been appointed Chair of the Silesian Network of Career Offices. The network brings together Career Offices operating at public and private universities in Silesia, creating opportunities for information exchange and sharing best practices.

This contributes to increasing the effectiveness of Career Offices, improving their operations, and ultimately enhancing the quality of services provided.

Kamil Kordos achieved one of the best results in Poland on the IPMA-Student certification exam

Kamil Kordos, a student at WSB University, is among the four students in Poland who achieved the best results on the IPMA-Student certification exam in 2023!



The IPMA-Student Program team analyzed the exam results from accredited universities over the past year, identifying four individuals who passed the exam with some of the highest scores.

Students of WSB University with Green Project Manager GPM-b certificates

Members of the ProjectGo Scientific Circle have received additional certificates in project management, this time the Green Project Manager GPM-b. This is an international certification recognized in one of the fastest-growing areas of knowledge and competencies for the future—sustainable development. GPM collaborates with many universities around the world, across all continents.

WSB University is the second university in Poland and the only one in the Silesian Voivodeship to achieve GPM certification.



Tianna-Mariia Foster, a student at WSB University, has been appointed to the IPMA Young Crew Poland Council

Tianna-Mariia Foster, a student of Management at WSB University, has been appointed to the IPMA Young Crew Poland Council for the 2024-2026 term. IPMA Young Crew Poland is an international non-profit organization that operates in collaboration with IPMA Poland and Young Crew International, bringing together project management enthusiasts. Its goal is continuous development and the acquisition of skills characteristic of a project manager. Tianna-Mariia will be responsible for volunteer work and membership.



CEEMAN Leader of the Year for Professor Katarzyna Szczepańska-Woszczyzna and CEEMAN Scientist of the Year for Professor Łukasz Sułkowski

The jury of the CEEMAN Champion Awards 2024 selected Professor Katarzyna Szczepańska-Woszczyzna as the winner in the CEEMAN Leader of the Year category and Professor Łukasz Sułkowski as the winner in the CEEMAN Scientist of the Year category. The CEEMAN Champions Awards, established in 2010, annually recognize and promote outstanding achievements of educators, management staff, and employees of CEEMAN member institutions in the categories of teaching, research, institutional management, and responsible management education. As winners of the CEEMAN Champions 2024 awards, Professor Katarzyna Szczepańska-Woszczyzna and Professor Łukasz Sułkowski will receive their awards during a formal ceremony at the 32nd Annual CEEMAN Conference, held from September 25-27, 2024, in Innsbruck, Austria.



Q-Helix - The Inclusive European University Guided by the Quintuple Helix Compass

WSB University is the leader of an international alliance of 11 universities from 10 European countries. The partners collaboratively prepared the project "Q-Helix - The Inclusive European University Guided by the Quintuple Helix Compass" as part of the European Commission's "European Universities Initiative" call for proposals.

The project was recognized by the European Commission, which awarded it the "SEAL OF EXCELLENCE." This

distinction is given to a select few "for a high-quality project proposal in a highly competitive evaluation process".

The project aims to build strong collaboration ecosystems (international networks of stakeholders from 10 countries involving agencies, businesses, civil society, government bodies, and academic communities)



The Q-Helix project establishes an integrated, long-term joint educational strategy for these 11 universities, encompassing a European inter-university campus and flexible curricula. The Q-Helix alliance supports a diverse academic environment, working towards digital and ecological transformation and promoting Europe's resilience.



International research and scientific projects

WSB University conducts international research projects funded through programs such as Erasmus+, Horizon Europe, the Visegrad Fund, and the Justice Corps. These initiatives enable the university to collaborate with institutions worldwide, facilitating the exchange of knowledge, experiences, and best practices. The projects cover a wide range of topics, including technological innovations, sustainable development, social challenges, and digitalization. Through these programs, participants can enhance their competencies, acquire new skills, and contribute to scientific and social progress on the international stage.

Projects funded by the ERASMUS+ program

"ENTER-CBL - Boosting Entrepreneurial Mindset of Students with Challenge-Based Learning"

The project focuses on implementing the modern teaching method of **Challenge Based Learning (CBL)** in **entrepreneurship education**. In the initial phase, materials were created with information about the methodology, scope, and best practices of CBL, which will be available on a dedicated platform. This platform aims to be a source of guidelines and ideas for teachers, assisting them in conducting classes. Training sessions for teachers interested in CBL are also planned.

The next stage involves developing a course program for students titled "NextGen Entrepreneurs," which will



focus on designing business models in the context of sustainable development goals while also fostering entrepreneurial thinking. After the pilot course, an analysis and evaluation will be conducted to implement necessary changes and enhancements that address the participants' needs. **The project aims to popularize the CBL method among teachers and provide them with the tools for its effective implementation.**

„Equation - EQUality through AccreditaTION“

The activities under the Equation project aim to support gender equality policies in higher education institutions, taking into account the perspective of cultural diversity. The project involved conducting research among students, staff, and representatives of the



authorities at WSB University, as well as other institutions involved in the project. Interviews were also conducted with representatives of the authorities and experts engaged in the accreditation process in higher education institutions. After analyzing and interpreting the results, a report was developed regarding the implementation of equality principles at the participating universities. The next stage of the project involves creating guidelines for improving and effectively implementing Gender Equality Plans, as well as developing a training program for evaluators in higher education institutions.

„Promoting ACTIVE and Responsible Citizenship In Schools”

The project aimed to promote active and responsible citizenship among students aged



12-18. Using methodological tools developed under the ACTIVE project, young people were taught critical thinking, understanding context, and the potential consequences of their actions, as well as being open to supporting mutual discussions—essential for being a responsible and active citizen. The concluding conference for the project took place in November 2023. Partners of WSB University in the project included Gymnázium Josefa Resslera (Czech Republic - Leader), Odpovědná společnost, z. s. (Czech Republic), European Center of Entrepreneurship Competence & Excellence (Austria), LEARNABLE SOCIETA' COOPERATIVA A R.L (Italy), and Sukromna základna skola Felix (Slovakia). The project concluded in December 2023.

„Alphabeter - learning tools for preventing functional and secondary illiteracy”

In January 2024, the project "Alphabeter - Learning Tools for Preventing Functional and Secondary Illiteracy" was completed, led by WSB University in collaboration with the University of California San Diego (USA), European Center of Entrepreneurship Competence & Excellence (Austria), ENAIP VENETO IMPRESA SOCIALE (Italy), and MEPCO, s.r.o. (Czech Republic). The aim of the project was to create methodologies, courses, and an online platform designed to combat secondary and functional illiteracy.

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learning tools for preventing functional and secondary illiteracy



„HEIsCITI - HEIs as Innovative Triggers of Sustainable Development in European Cities in Post Covid-19 era”

Researchers from WSB University, along with experts from Europe and Asia (Stuttgart Media University (Germany), Mykolas Romeris University (Lithuania), The University of Danang (Vietnam), LAMA Cooperative Society - Social Enterprise (Italy), and CEKOM - SMART RI d.o.o. (Croatia), are working on creating curricula (methodologies and teaching tools) aimed at teaching students the best ways to facilitate and coordinate communication between citizens and local authorities, in order to ensure inclusive and sustainable urban development. Local government units from Lithuania, Germany, and Poland, in collaboration with universities, will pilot the use of materials developed based on Asian best practices for the inclusive engagement of refugees from Laos in the development of border cities, including the creation of a so-called Kontum Campus. Partner organizations involved in the project include: Cieszyn Castle (Poland), Stuttgart Region (Germany), Joniskis District Municipality (Lithuania), and Aalborg University (Denmark).



„VR technologies for Mountain Rescue Brigades to assure seniors and people with disabilities safety in cross - border mountain areas”

The main goal of the RESCUER project is to develop a VR (Virtual Reality) course with four different scenarios for mountain rescue brigades operating in cross-border mountainous areas, enabling them to better ensure the safety of seniors and people with disabilities in the mountains. The VR scenarios will address various disabilities and health issues faced by seniors. WSB University is the project leader, and the partners involved are: European Center of Entrepreneurship Competence & Excellence (Austria), the City of Cadca

(Municipality of Cadca - Slovakia), and the EuroSchola Institute (Czech Republic).

„Inductive approach to teaching science and mathematics”

This project is an initiative of universities and educational institutions: h-edu, s.r.o. from the Czech Republic, the University of Trnava in Slovakia, and Indicia n.o. in Slovakia. WSB University is a partner in the project. The main goal of the project is to create methodological support for teachers to ensure the effective use of inductive procedures in teaching natural sciences in primary schools. WSB University plays a key role in this endeavor as the leader in developing assessment tools for educational materials, responsible for verifying the suitability of these methods in Poland. The role of WSB University also includes professionally translating materials into Polish. The project will produce sets of methodological materials and educational videos accompanied by teaching brochures in four languages. WSB University is actively involved in preparing and conducting 30 webinars for teachers, with the participation of 500 teachers.

„Judo as a trigger to shape youth pro-health and pro-social attitude”

WSB University is the leader of the project "Judo as a Trigger to Shape Youth Pro-Health and Pro-Social Attitude," implemented in collaboration with partners: Associazione Sportiva Judo Club Brugherio from Italy, Oxelösunds Judoklubb in Sweden, Universidad de Granada in Spain, and Tělocvičná jednota Sokol Praha Vršovice in the Czech Republic. The main goal of the project is to promote a healthy lifestyle and pro-social values among youth practicing judo, particularly those who do not achieve significant sports results. As part of the initiative, tools and educational programs are being developed in collaboration with young people, judo coaches, and experts in the fields of sports and health sciences. Activities include assessing knowledge about a healthy lifestyle, conducting audits in judo clubs, organizing international workshops, and health-promoting activities led by youth, culminating in an international camp.

The effects of the project are multifaceted and include improving the knowledge and skills of young people, fostering pro-social behaviors, and combating social exclusion.

„GAME4CHANGE - Playful Learning in Next Generation Entrepreneurship”

WSB University is implementing a project in partnership with the Technical University in Dresden (Germany), University College Leuven Limburg (Belgium), DOBA Business School (Slovenia), Rotterdam University of Applied Sciences (the Netherlands), Fachhochschule Dresden (FHD) University of Applied Sciences in Dresden (Germany), and Businet (UK).



The main goal of the project is to implement gamification methods into selected educational programs at partner universities, to train selected staff in the gamification methodology of the course/module, and to organize an International Gamification School for students participating in testing the method. An open-access platform will be created to host gamified materials, serving as a space for sharing experiences and ideas on applying gamification elements in education.

„VR4Skills - Comprehensive Training Framework for Leaders of Internationalization enhanced by Virtual Reality (VR) in a post-pandemic era”

The VR4Skills project aims to develop training tools that innovatively enhance the individual competencies of higher education staff involved in internationalization processes. The target group for the project consists of experienced administrative personnel. The development of competencies during the training will be supported by the use of VR technology. To achieve this, a competency gap analysis will be conducted, along with the creation of training programs, training materials, and VR scenarios.



The acquired competencies are intended to help effectively support the international and intercultural context of higher education institutions' activities, thereby

contributing to the creation of an inclusive and inter-connected academic environment.

WSB University is implementing the project in collaboration with the following universities: UC LEUVEN (Belgium), DOBA Faculty of Applied Business and Social Studies Maribor (Slovenia), ISTANBUL AYDIN UNIVERSITY FOUNDATION (Turkey), STICHTING AVANS (Netherlands), and Businet VZW (Belgium).

„Preserving youth mental wellbeing in wartime migration crisis (mentUwell) w ramach Erasmus+“

WSB University is the leader of the project, while the partners involved are: Mykolo Romerio Universitetas (Lithuania), Fin Edu Consult Oy (Finland), Universitatea De Arta Si Design Din Clujnapoca (Romania), Enaip Veneto Impresa Sociale (Italy), Vasyl Stefanyk Precarpathian National University (Ukraine), Studio Progetto Societa Cooperativaso Ciale (Italy), and the European Center of Entrepreneurship Competence & Excellence (Austria).



The aim of the project is to develop a methodology to assist educators working with youth and young war migrants, as well as a universal toolkit for educators, non-governmental organizations, volunteers, and others tasked with maintaining the mental wellbeing of young people during the wartime migration crisis. The developed methodologies and tools will be tested in selected institutions in Poland, Romania, and Lithuania.

„Integrating Dual Higher Education in Moldova And Ukraine - COOPERA“

The goal of the project is to integrate dual higher education in the partner countries and improve employability and development of individuals, enhance alignment and continuity between the requirements of the professional world and the initial education of students, as well as achieve greater economic efficiency and social

integration. The partners in the project include: WSB University of Economic Studies, Moldova - grant holder, Duale Hochschule Baden-Württemberg

(DHBW), Germany, Universitat de Lleida, Spain, Varna University of Management, Bulgaria, European Policy Development and Research Institute, Maribor, Slovenia, Technical University of Moldova, Free International University of Moldova, Ministry of Education, Culture and Research of Moldova, Uzhhorod National University, Ukraine, "KROK" University, Ukraine, V. N. Karazin Kharkiv National University, Ukraine, Odesa National University of Economics, Ukraine, Ministry of Education and Science of Ukraine.



Co-funded by the Erasmus+ Programme of the European Union

Visegrad Projects

„Minibreweries as developers of regional tourism in the V4 area“

Researchers from WSB University, in collaboration with foreign universities, are studying

the phenomenon of minibreweries in the V4 region. The project focuses on this specific group of small and medium-sized enterprises and aims to demonstrate their impact on the development of regional tourism. Over three years, a database of microbreweries from Poland, the Czech Republic, Slovakia, and Hungary will be created. This is significant for the sustainable development of cities and municipalities, particularly in the context of moving away from globalization towards local economies. The project is being carried out by WSB University in partnership with Vysoká škola technická a ekonomická v Českých Budějovicích (Czech Republic - Leader), Slovak Agricultural University in Nitra (Slovakia), and Corvinus University of Budapest (Hungary).

„CBC in Ukraine and V4: in the search for examples of best practice“

Five research institutions from the V4 countries and Ukraine will identify and validate the most effective



institutional and everyday practices for cross-border cooperation that can be applied to the border regions and communities of Ukraine in the process of EU accession. The research results and policies will be developed and promoted through the publication of studies, a strategic document, seminars, and a final conference.

WSB University is implementing the project with the following partners: State University "Uzhhorod National University" (Ukraine, Leader), University of Prešov (Slovakia), Central European Service for Cross-Border Initiatives (Hungary), and Technical University of Liberec (Czech Republic).

„Forecasting factors influence on climatic changes as a part of Sustainable Development Goals 2030“ (№ 22320037)“

As part of the project, partners are developing a new methodology for estimating sustainable development indicators, which will allow for forecasting factors influencing climate change as part of the UN Sustainable Development Goals. During the project, practices used in each country to reduce negative environmental impact are presented. Ideas and examples of actions are discussed and consulted with representatives of local governments and NGOs during scientific seminars and online meetings.

The research results will be published in two articles in peer-reviewed journals, along with a guide of good practices and recommendations (online). The final outcomes will be presented at the project's closing conference (online). Project partners include: WSB University (Leader), National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute," University of Žilina, VŠB-Technical University of Ostrava, Pan-European University Prague, and Corvinus University in Budapest.

Horizon Europe



Projekt „SHORE“

Since August 2023, WSB University has been a partner in the project titled "SHORE: EmpOweR Students as the agents of cHange," which was selected for funding by the European Commission under the prestigious inter-

national research program Horizon Europe (Call: Actions for the implementation of the Mission Restore our ocean and waters by 2030 (HORIZON-MISS-2022-OCEAN-01).

The research and activities within the project focus on pollution in the seas and oceans. SHORE will cover the areas of the Baltic Sea, Black Sea, Mediterranean Sea, as well as the regions of the Danube and Rhine. WSB University serves as the coordinator of the Polish "Blue HUB," a center that will promote knowledge about the importance of and methods for combating pollution in the seas and oceans starting from the new academic year.

As part of the project, various activities are organized, including exhibitions, workshops, training sessions, seminars, and so-called "OPEN CALLS" for schools across Europe, where they can secure up to €10,000 for eco-friendly school activities focusing on promoting the broad concept of "Ocean Literacy." Partners in the project include: YILDIZ TECHNICAL UNIVERSITY from Turkey as the project leader, WSB University from Poland, Euronovia from France, Mare Nostrum NGO from Romania, the University of Padua from Italy, RKSOFT Bilişim Teknolojileri A.Ş. from Turkey, the Children's Office of the University of Vienna from Austria, the Turkish Marine Research Foundation - TURK DENIZ ARASTIRMALARI VAKFI from Turkey, MUSEO DEI BAMBINI SOCIETA COOPERATIVA SOCIALE ONLUS from Italy, BUDAPEST UNIVERSITY OF TECHNOLOGY AND ECONOMICS from Hungary, Global Skills Network from Estonia, F6S NETWORK IRELAND LIMITED from Ireland, CROWDHELIX LIMITED from Ireland, and Eu&Pro centrum vzdělávání a praxe, s.r.o. from the Czech Republic.



International Cooperation

The new academic year marks the continuation of intensive development in the area of internationalization. WSB University strengthens its position as one of the leading universities in Poland in terms of international cooperation. Recently, the University has not only expanded its relationships with international partners but also increased its educational offerings for students from various countries.

The Most Internationalized University in Poland

Once again, in the University Ranking "Perspektywy 2024", WSB University has been recognized as the most internationalized university in Poland. Undoubtedly, this acknowledgment reflects the university's long-standing efforts to build its international potential through strategic initiatives, extensive partnerships, and strong commitment to international cooperation. WSB University has created a dynamic, multicultural academic environment that attracts students and lecturers from all over the world.



International Partnerships

WSB University is developing an extensive network of international partnerships with nearly 200 higher education institutions worldwide. This cooperation enables student and staff exchanges, joint research projects, and dual degree programs, significantly enriching academic experiences and expanding the university's global reach. Key partners include Ateneo de Manila University in the Philippines, with whom faculty and student exchanges and COIL (Collaborative Online International Learning) projects are currently being con-

ducted. With Nottingham Trent University in the United Kingdom, the university collaborates on sustainable development goals and best practices in quality education. Collaboration with DaNang University in Vietnam currently involves faculty and student exchanges, as well as joint projects focused on "Innovative Drivers of Sustainable Development in European Cities." WSB University also partners with the European University of Tirana in Albania on projects related to the development of soft, digital, and green skills. An intriguing project with the Technical University of Dresden in Germany involves collaborative gamification of business courses for students. Among the new partners acquired in the 2023/2024 academic year are institutions such as Westphalian University of Applied Sciences in Germany, the University of Foggia in Italy, and Complutense University of Madrid in Spain.

Erasmus+

The Erasmus+ program plays a key role in promoting mobility and cultural exchange. The university offers a wide range of programs conducted in English, designed to attract a diverse group of students and meet global academic standards. Today, there are over 20 educational programs in English that respond to real market needs, including: Data Scientist, International Business, Project Management, Financial Management & Accounting (accredited by the Association of Chartered Certified Accountants), International Human Resources Management, English in Management, Tourism and Hospitality Management, Sustainable Development Manager, Application of AI, and Multimedia Technologies.

Diversity&Inclusion

From October 16 to 20, 2023, a group of international students from partner universities—Liepaja University, American Romanian University, Vilnius College and St. Cyril and St. Methodius University of Veliko Tarnovo—participated in a Blended Intensive Program (BIP) under the Erasmus+ program. The theme of the program was diversity and inclusion from a multidisciplinary perspective: "Diversity & Inclusion." During online meetings and a week-long stay in Poland at WSB

University in Dąbrowa Górnicza and Kraków, students attended lectures and workshops on team-building methods, design thinking, diversity across different parts of the world, and managing diversity within organizations.

The program also included a meeting with representatives from the Diversity Hub Foundation, an interaction with international students at WSB University, a specially organized City Game, and a trip to Zakopane. During their stay in Poland, students were tasked with recording "Diversity Vlogs," which will be showcased during the final online meeting.



Global Academic Community

At WSB University, over 3,000 international students from nearly 80 countries are enrolled. This multicultural environment adds value to the study programs, providing students with broader perspectives and preparing them for successful careers in a globalized world.

International Accreditations and Rankings

WSB University is recognized in prestigious global university rankings and holds numerous international accreditations. In the Times Higher Education Impact Ranking, WSB University ranks among the top Polish universities and is listed among the best universities worldwide. WSBU also appears in other esteemed international rankings, such as the UI GreenMetric World University Rankings, UniRank, and Multirank. These accolades reflect the university's commitment to maintaining high educational standards and continuous improvement.



Accreditations such as CEEMAN IQA, KAUT, EFMD, and memberships in organizations like the European University Association and IREG Observatory on Academic Ranking and Excellence confirm its strong position on the international stage.

Polish-Lithuanian Youth Exchange Fund

From September 11-15, 2023, a group of students from WSB University participated in a project titled "Building an Inclusive, Diverse, and Safe Living Space" under the Polish-Lithuanian Youth Exchange Fund, funded by the Ministry of Education and Science. The partner university in this project was Klaipėda University.

During the exchange, students had the opportunity to develop their social and language skills, but most importantly, to gain experience related to multiculturalism, communication, and inclusion. The trip included workshops and study visits (Klaipėda City Hall, UAB RNDV Group), as well as on-camera presentation exercises. It was also an opportunity to explore the city of Klaipėda, experience Lithuanian cuisine, learn about the region's history, and meet with the Polish community in Lithuania.



The final highlight of the exchange was the presentation of projects promoting inclusivity, tolerance, and inclusion. Projects included an app to assist navigation for blind and visually impaired individuals, a center for cultivating Polish-Lithuanian history, and the creation of youth centers that enable young people to develop their passions and expand their skills.



WSB University Leading Another Project under the Erasmus+ Program

WSB University project titled “VR Technologies for Mountain Rescue Brigades to Ensure the Safety of Seniors and People with Disabilities in Cross-Border Mountain Areas – RESCUER” has been selected for funding under the Erasmus+ program for the Vocational Education and Training sector.

The main objective of the RESCUER project is to develop a VR course with four different scenarios (in five languages) for mountain rescue brigades operating in cross-border mountain areas, enabling them to better ensure the safety of seniors and people with disabilities in mountainous regions. The VR scenarios will address various disabilities and conditions affecting seniors.

By using these in training, mountain rescuers will be able to understand how challenging simple tasks and activities can be for the people they rescue.

Out of 90 submitted projects, only 7 received funding, including WSB University's project. This two-year project will be implemented through an international partnership with the City of Czadca (Slovakia), an educational partner from the Czech Republic – Euroschola, and a thematic expert, the European Center of Entrepreneurship Competence & Excellence from Austria, headquartered in Klagenfurt, on the mountainous Austrian-Slovenian-Italian border.

Integration, fun, sports

WSB University is not only a place for acquiring knowledge but also a space for building relationships and enjoying the experience of being part of a unique community. Student integration is very important, which is why WSBU regularly organizes entertainment events that combine fun with fostering lasting friendships. Themed parties, integration trips, and sports events provide a break from studies and create unforgettable memories. One such event was "Magical Andrzejki Night," held on December 1, 2023.



During the event, students could participate in karaoke, try fortune-telling, and simply have a great time. Another celebration was organized on December 8—the Christmas Party. Students from various parts of the world gathered in Auditorium Maximum to enjoy a feast of Polish delicacies, giving them a taste of traditional holiday flavors. Students also had the opportunity to exchange gifts through Secret Santa, and a photo booth allowed them to capture these



magical moments. The Christmas Party was an excellent opportunity for integration and celebrating the holidays together in an international setting, highlighting the value of unity and mutual understanding. Also worth mentioning is the KRK Party, which took place on February 23, 2024, aimed at student integration. The event was held at Club RIN on the Main Square in Kraków.

Ambassador Program

The goal of WSB University Ambassador Program is to actively engage international students in promoting the university and to develop their skills and competencies in various areas. The program offers students the opportunity to gain practical experience beyond traditional educational frameworks and enables them to serve as ambassadors for the university in their home countries.



Forum for Internationalization of Higher Education - InterUni 2023

From October 1-5, 2023, WSB University organized the 7th Forum for Internationalization of Higher Education - InterUni 2023, titled "Ensuring Inclusive and Quality Education - The Role of Internationalization of Higher Education for Developing/Emerging Countries." The event was held in a hybrid format, allowing participants to join both in person and online.

During the conference, a range of important topics related to the internationalization of higher education were discussed, including: analysis of the challenges facing international academic collaboration; the role of internationalization in improving the quality of education in developing countries; equal educational opportunities; and diversity management in a global context. Special guests included Professor Iraj Hashi (School of Justice, Security and Sustainability, Staffordshire University), Mariella Clara Cantoni Brice (Pontifical Catholic University of Peru), and Siarhei Piashkun (Division for Research, Internationalization, and Innovation, Western Norway University of Applied Sciences).



InterUni 2023 highlights WSB University's commitment to promoting international collaboration and quality education. With the participation of researchers, directors, associate deans, and HR specialists from various countries, the event provided an important platform for exchanging experiences and best practices in the fields of education and sustainable development.

Blended Intensive Program (BIP)

Students from WSB University participated in a Blended Intensive Program (BIP) organized by Ghent University, focused on the Sustainable Development Goals (SDGs) as part of the Erasmus+ initiative. This program combines physical mobility with virtual components,

allowing students and staff from various higher education institutions to collaborate on key global challenges. The program centered on the UN Sustainable Development Goals, promoting interdisciplinary and international cooperation to address global issues. Students engaged in activities such as workshops, lectures, and project-based learning. These activities aim to deepen participants' understanding of sustainability topics and equip them with practical skills to implement sustainable practices in their fields.

By combining short-term physical mobility with a robust virtual component, the BIP aims to make international education accessible to a wider range of students, regardless of their background or field of study. This format also reduces the environmental impact of travel, aligning with sustainable development goals. The event took place from March 5-18, 2024.

EnterCBL - Challenge-Based Learning

EnterCBL (Boosting Entrepreneurial Mindset of Students with Challenge-Based Learning) is another project implemented by WSB University in collaboration with partner institutions: Romanian American University, Polytechnic of Porto, Businet, and Istanbul Aydin University, as part of the Erasmus+ program. The project aims to develop students' entrepreneurial attitudes through the use of the Challenge-Based Learning (CBL) method. This modern teaching approach emphasizes practical solutions to real-world problems based on the Sustainable Development Goals (SDGs).

From July 3-5, 2024, as part of the next project meeting, WSB University staff members Sabina Ratajczak, PhD, Paweł Urgacz, and Omogbemi Solomon Kunle participated in a training session conducted by ESTG - Polytechnic of Porto in Felgueiras, Portugal. During the training, they explored how technology and gamification are used in teaching at this leading Portuguese institution. The training participants shared experiences on innovative teaching methods and discussed the progress of the project, which aims to implement the innovative Challenge-Based Learning method in entrepreneurship education.

CBL is a student-centered approach that encourages learners to actively engage with real-world challenges. The goal of integrating CBL into entrepreneurship education is to develop critical thinking, problem-solving skills, and readiness to face the dynamic challenges of the business world. The Enter CBL project is carried out by an international consortium, which, in addition to WSB University, includes the Romanian American University (Romania), Polytechnic of Porto (Portugal), Istanbul Aydin University (Turkey), and Businet - a

global higher education network (Belgium). Over the next year, each partner will conduct a pilot implementation of the method and, together with students, evaluate the model.

As part of the project, an entrepreneurship course program will be developed for students at all participating universities. A key element of the course will be designing business models based on sustainable development goals, with the primary aim of fostering entrepreneurial thinking among students.

VI International Staff Week 2024

From May 12-17, 2024, WSB University organized the VI International Staff Week. The event provided an opportunity for international partners from higher education institutions to exchange best practices in the field of internationalization. The main theme of the VI International Staff Week 2024 was providing students with a global experience without the need to travel.

This innovative approach focuses on methods that allow students to gain international experience and perspectives without leaving their country. Participants were introduced to modern methods and tools, such as Collaborative Online International Learning (COIL) and other techniques for curriculum internationalization.

European Association for International Education

Representatives of WSB University participated in the annual EAIE (European Association for International Education) conference, which took place in Rotterdam from September 26-29, 2023. The conference theme was "Connecting Currents," reflecting Rotterdam's rich maritime history and emphasizing the importance of water for the city and for international collaboration in the field of education.

WSB University was represented by Denis Spahija, Deputy Director of the International Cooperation Department. The conference focused on various aspects of higher education internationalization, including the integration of technology, sustainable development, and student engagement in decision-making processes.

The event provided an excellent platform for networking with other internationalization specialists, allowing for the exchange of experiences and best practices. As one of Poland's leading universities, WSB University actively participated in discussions on global trends in education and international cooperation. Participa-

tion in EAIE 2023 enabled university representatives to showcase their achievements and gain new inspiration for further developing international programs.

Businet 2023 Conference

The conference took place from November 8-11, 2023, in Warsaw. It was a unique event that brought together over 230 participants from 95 institutions worldwide. Attendees had the opportunity to choose from a variety of workshops, where best practices in managing higher education institutions were shared.

Special working group sessions were also organized, focusing on specific issues related to the internationalization of universities. WSB University was represented by Paweł Urgacz, Deputy Dean for Internationalization, who conducted workshops on gender equality standards in higher education during the conference.

Eurasian Higher Education Summit (EURIE)

The 8th edition of the Eurasian Higher Education Summit (EURIE) took place from March 1-3, 2023, in Istanbul, Turkey. EURIE is one of the largest international events in the field of higher education, bringing together university representatives, experts, and leaders from around the world to exchange knowledge and establish collaborations. WSB University was represented by Paweł Urgacz, Deputy Dean for Internationalization. EURIE serves as a platform for building networks and collaborations among educational institutions globally.

Representatives from WSB University had the opportunity to establish new partnerships and strengthen existing international relationships.

The conference featured numerous panel discussions, workshops, and presentations covering topics such as the internationalization of education, sustainable development, and innovations in higher education. Paweł Urgacz moderated a discussion on the use of VR technology in the training of higher education staff.

International Scientific and Research Travels

Kick-off Meeting of the SHORE Project under the Horizon Europe Program in Istanbul

The official launch of the "SHORE: EmpOweR Students as the Agents of Change" project, funded by the European Commission under the Horizon Europe program, took place at YILDIZ TECHNICAL UNIVERSITY in Istanbul. WSB University was represented by Assoc. Prof. Alexandre Rui Castanho, PhD; Michał Szyszka, PhD and Ewelina Widerska.

WSBU serves as the coordinator of the Polish "Blue HUB," which, starting in the new academic year, will promote knowledge on water pollution prevention.

Alphabeter Project Meeting in Prague

In the center of Prague, a meeting was held for the "AlphaBetter - Learning Tools for Preventing Functional and Secondary Illiteracy" project team, led by WSB University. The university was represented by Prof. Maciej Witkowski; Michał Szyszka, PhD and Katarzyna Katana. During the meeting, progress on developing innovative educational solutions and plans for further actions in the project were discussed. The team also deliberated on the methodology and implementation of the tools in various educational contexts to enhance their effectiveness and adaptability to the needs of different target groups.



„MentUwell Project - Preserving youth mental wellbeing in wartime migration crisis”

The first study visit for the "MentUwell Project - Preserving Youth Mental Wellbeing in Wartime Migration Crisis," led by WSB University, took place in Padua.

The hosts were ENAIP and Studio Progetto. WSB University was represented by Assoc. Prof. Artur Fabiś, PhD; Prof. Maciej Witkowski and Michał Szyszka, PhD. Partners from Lithuania, Romania, Ukraine, and Austria learned about best practices in supporting migrants. The workshops covered topics such as regulations for migrant reception systems, integration through improvisational theater, and social and psychological support.

The study visit included centers in Valdango and Terferma, where vocational training and support for migrants were discussed. During the visit, there was a discussion on adapting these methods in Poland, Lithuania, Romania, and on supporting youth from Ukraine.



Lviv State University of Life Safety

During the visit to the University, the "EDUCATOR FOR SAFETY 2023" award was presented to its Vice-Rector, Col. Prof. Roman Ratushny, in recognition of his outstanding achievements in safety research and for initiating and implementing projects that promote scientific knowledge. The award was presented on behalf of the Rector of WSB University, Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD, by Prof. Bernard Wiśniewski and Bogusław Kogut, PhD.

During the visit, matters concerning the organization of joint initiatives were also discussed, and directions for implementing collaborative scientific activities were established. The visit to the University was accompanied by the donation of hygiene supplies to the "With an Angel on the Shoulder" Foundation, which operates a mobile children's hospice.



Participation of Prof. Katarzyna Szczepańska-Woszczyna in the THE Innovation & Impact Summit 2023 in Shenzhen

Professor Katarzyna Szczepańska-Woszczyna participated in the international scientific conference "THE Innovation & Impact Summit 2023" in Shenzhen, China, organized by Times Higher Education in collaboration with Southern University of Science and Technology (SUSTech). During this event, which brought together leaders and innovators from around the world, she delivered a presentation titled "Shareholders and the Long-Term Ability of a Company to Value Creation: The Case of the IT Sector."

The conference aimed to discuss the role of universities in creating and sustaining cities as centers of innovation. Participants discussed the importance of universities in the context of developing regional economies, supporting sustainable development, and adapting to climate change.

The trip of Assoc. Prof. Katarzyna Szczepańska-Woszczyna, PhD, was funded by the project "Perfect - Regional Initiative of Excellence at WSB University," implemented under the Ministry of Education and Science's program "Regional Initiative of Excellence" for the years 2019-2023.



"Promoting ACTIVE and Responsible Citizenship in Schools" in Bratislava

Another meeting of the team implementing the project "Promoting ACTIVE and Responsible Citizenship in Schools" was held in Bratislava, with WSB University as one of the key partners. The university was represented by Michał Szyszka, PhD and Katarzyna Katana from the Science Development Department.

During the two-day sessions, project partners from Poland, the Czech Republic, Slovakia, Austria, and Italy reviewed and summarized the project activities to date. A key item on the agenda was the discussion of details regarding dissemination strategies and the project's final report. Discussions focused on the methodology for effectively implementing the developed educational tools and adapting the project results to various national contexts.

The "Promoting ACTIVE and Responsible Citizenship in Schools" project aims to develop skills in students aged 12-18 related to critical thinking, understanding the consequences of their actions, and active participation in social discussions.

"MentUwell - Preserving Youth Mental Wellbeing in Wartime Migration Crisis" in Helsinki

The "MentUwell" project aims to develop effective strategies for supporting youth mental health in the context of migration crises, and the visit to Helsinki was an important step toward achieving these goals. The purpose of the meeting was to understand the legal foundations, systemic solutions, and tools for direct work with migrants, particularly concerning the mental health of young people in crisis situations caused by wartime migration.

Representatives of WSB University participated in meetings with staff from government institutions and non-governmental organizations. They held conversations and discussions with individuals working directly with migrants and coordinators of aid projects aimed at supporting those applying for residence in Finland. An important aspect of the visit was also meeting with migrants who have settled in Finland and are now actively involved in helping others in need of support as they adapt to their new life circumstances.



The visit to Helsinki was not only an opportunity for academic exchange but also a chance to make a real impact on migration policies and support systems in Europe. Thanks to the involvement of WSB University representatives, the "MentUwell" project has the potential to effectively introduce innovative solutions that can benefit both migrants and host communities.

European Commission Forum

The 10th EU Forum for the Protection of Public Spaces was held in Brussels, where, at the invitation of the European Commission, WSB University was represented by Assoc. Prof. Adrian Siadkowski, PhD from the Department of Security Sciences.

The forum provided an opportunity to present the "Security by Design for Religious Sites" guide prepared by WSB University team. The publication was well-received by practitioners and used to train law enforcement personnel and operators of religious sites from across Europe during workshops held as part of the EU-ISF "SHRINE's" project.



Aneta Kochanowicz, PhD at Paracelsus Medical University in Salzburg

Aneta Kochanowicz, PhD from the Department of Pedagogy at WSB University, together with Leszek Pawłowski, PhD from the Medical University of Gdańsk, represented Poland as MC members at the first meeting of the CA22127- CODE-YAA project, which took place on January 30-31, 2024, at Paracelsus Medical University in Salzburg, Austria.

The CODE-YAA project, or "Collaboratively Developed Culturally Appropriate and Inclusive Assessment Tool for Palliative Care Education," focuses on developing a new self-assessment tool aimed at measuring, researching, and promoting access to palliative care education in Europe.

"White Paper Writing Training School" in Turkey

Aneta Kochanowicz, PhD participated in the "White Paper Writing Training School" held at Karadeniz Technical University in Trabzon, Turkey, as part of Cost Action CA19104. As an MC member, Aneta Kochanowicz, PhD was one of 14 a-STEP participants who developed a White Paper with recommendations for policymakers aimed at empowering individuals on the autism spectrum at an international level.

The training was organized by Prof. Geraldine Leader, Dr. Zeynep Şahin Timar, and Prof. Cecilia Sik Lanyi, with Dr. László Gábor Lovász, a lawyer and advisor to the European Parliament, serving as the group's trainer. Researchers from Albania, Moldova, Ireland, Lithuania, Bangladesh, and Poland participated in the event.



Institute for Studies on Territorial and Interorganizational Cooperation

The Institute for Studies on Territorial and Interorganizational Cooperation at WSB University is a research hub specializing in studies, projects, and consulting services related to various aspects of territorial cooperation: international, regional, and local.

The Institute's research on various aspects of cross-border cooperation has gained the greatest international recognition, utilized by institutions such as the European Commission, Managing Authorities of INTERREG programs, as well as Euroregions and numerous partners involved in cross-border projects.

Research Directions

In the 2023/2024 academic year, the Institute conducted scientific research in three key thematic areas:

Integration of Ukraine with European Union Countries, including the Visegrad Group

- **Increasing the capacity of freight transportation infrastructure on EU-Ukraine borders**
Partners of WSB University: Institute of Regional Research named after M.I. Dolishniy of NAS of Ukraine (Ukraine), Institute of Geography of the



Slovak WSB University of Sciences (Slovakia), University of Debrecen (Hungary), University of Oradea (Romania).

Project implemented with the support of the Visegrad Fund.

- **CBC in Ukraine and V4: in the search for examples of best practice**
Partners of WSB University: CESC (Hungary), University of Presov (Slovakia), Uzhhorod National University (Ukraine), Technical University of Liberec (Czech Republic).
Project implemented with the support of the Visegrad Fund.
- **EU Integration of Ukraine across borders - with the help of the V4**
Partners of WSB University: CESC Budapest (Hun-

gary), CESCİ Karpatia (Slovakia), University of Presov (Slovakia), Uzhhorod National University (Ukraine), Technical University of Liberec (Czech Republic), EABR (Germany).

Project implemented with the support of the Visegrad Fund.

Partners of WSB University: Institute of Regional Research named after M.I. Dolishniy of NAS of Ukraine (Ukraine), Institute of Geography of the Slovak WSB University of Sciences (Slovakia), University of Debrecen (Hungary), University of Oradea (Romania).

Project implemented with the support of the Visegrad Fund.

New Solutions for Territorial and Organizational Cooperation at European Borders

- **Managing cross-border project towards more resilient cooperation in borderlands**

Partners of WSB University: Technical University of Liberec (Czech Republic), ISCTE - University Institute of Lisbon (Portugal).

The project is implemented with funding from the "Regional Initiative of Excellence" program as part of the interdisciplinary "Research Program on Territorial and Interorganizational Cooperation," under the patronage of the Minister of Science and Higher Education.

- **The assessment of partnerships and projects being developed under the Touristic Cross-Border Functional Area (TCBFA) in the Lithuanian-Polish borderland and the Ełk Subregion, with regard to financing by the Interreg Lithuania-Poland Programme 2021-2027**

The study is being conducted individually by Dr. hab. Joanna Kurowska-Pysz, Prof. WSBU, at the request of DG REGIO, and is funded directly from the budget of the European Commission.

- **ITEM Cross-border impact Assessment of the Amended Proposal for a European Cross-Border mechanism (COM (2023)790)**

Partners of WSB University: Maastricht University (Netherlands), CESCİ (Hungary), Euro-Institut Kehl/Strasbourg (Germany), Carinthia University of Applied Sciences (Austria), University of Ljubljana (Slovenia).

The project is implemented with support from the Institute for Transnational and Euregional Cross-border Cooperation and Mobility / ITEM, Maastricht University.

Territorial Integration - Regional and Local Dimensions

- **Regional Innovation Observatory - Design Observatory**

Partners of WSB University: Cieszyn Castle, Katowice Cultural Institution "City of Gardens" named after Krystyna Bochenek.

The Design Observatory is part of the Network of Regional Specialized Observatories of the Silesian Voivodeship and operates within the project "PPO WSL 2030: Establishment of the Regional Innovation Observatory," co-financed by the European Union from the European Regional Development Fund under the European Funds for Silesia 2021-2027 program.



The official opening of the Regional Innovation Observatory "Oberwatorium of Design" took place on March 1, 2024 at the cultural institution "Castle Cieszyn".

- **Participatory approach towards sustainable development in European cities in Post Covid-19 era**

Partners of WSB University: Stuttgart Media University (Germany), Mykolas Romeris University (Lithuania), The University of Danang (Vietnam), LAMA Cooperative Society - Social Enterprise (Italy), CEKOM - SMART RI (Croatia).

The project is implemented with support from the Erasmus+ Program.

- **Minibreweries as developers of regional tourism in the V4 area**

Partners of WSB University: University of Applied Sciences in České Budějovice (Czech Republic), Slovak Agricultural University in Nitra (Slovakia), Corvinus University of Budapest (Hungary).

The project is implemented with support from the Visegrad Fund.

Organizational and Expert Activities

Among the most important activities of the Institute are the organization of the International Scientific Conference "Territorial and Inter-Organizational Cooperation 2023," which took place from September 20-22, 2023, in Brenna and was co-financed by the Ministry of Science and Higher Education's "Excellent Science" program, as well as the implementation of a research grant by Dr. Francesco Cappellano, a laureate of the Stanisław Ulam Program of the National Agency for Academic Exchange, supervised by Assoc. Prof. Joanna Kurowska-Pysz, PhD. The project titled "Energy Management at the Polish-Czech Border Region: An Innovation Policy Perspective" included research on the activities of the eco-advisor network in the Silesian Voivodeship as part of the "Silesia. Blue Sky Restored" project, funded by the LIFE program. Another significant achievement was the delegation of Assoc. Prof. Joanna Kurowska-Pysz, PhD, by the European Commission (DG REGIO) as a Senior AMI Expert to prepare development guidelines for tourism in the Cross-Border Functional Area at the Lithuanian-Polish border.



From October 8-11, 2023, representatives of WSB University participated in the prestigious international event "European Week of Regions and Cities," organized annually by the European Commission in Brussels. Assoc. Prof. Joanna Kurowska-Pysz, PhD, took part in the session titled UNIVERSITY: Discussing Persistent Legal-Administrative & Institutional Border Barriers Across the EU, organized by the European Studies Association and the European Regional Studies Association. The topic of her presentation was institutional and legal barriers to cross-border cooperation in Eastern Europe.



Francesco Cappellano, PhD participated in the session titled "Data and Methods for Policy Monitoring: A Learning Lab for Practitioners," where he presented the data analysis methods he employs in cross-border research. The session was organized by the Joint Research Centre of the European Commission in Seville and was moderated by Prof. Anne Belen Cristobal from the Polytechnic University of Madrid.

The Director of the Institute for Studies on Territorial and Interorganizational Cooperation was invited as an external expert to participate in the project titled "The Impact of Post-War Population Displacements on Polish-Czech Cross-Border Cooperation," carried out under the GAČR / National Science Center OPUS-WAVE 2022 program by the Technical University of Liberec and Opole University. Additionally, she is involved in the project titled "Challenges for the Labor Market in Counties in the Polish-Ukrainian Borderland in Light of the Influx of War Refugees from Ukraine. Assessment of the Situation, Conclusions for Polish Regions, Entrepreneurs, and County Labor Offices," conducted

under the National Agency for Academic Exchange's 2023 Intervention Grants program by the University of Economics in Poznań.

Cross-Border Projects on the Polish-Czech Border

The implementation of cross-border projects on the Polish-Czech border plays a crucial role in strengthening cooperation between the two countries. Such initiatives are essential for the economic, social, and cultural development of a region that shares common challenges and potential. Cross-border projects enable the effective use of resources, infrastructure, and the exchange of experiences and knowledge. Collaborative projects also contribute to strengthening interpersonal relationships and building mutual trust. Ultimately, the realization of such endeavors enhances the quality of life for residents of the border area while simultaneously reinforcing European integration.

In 2023, the implementation of two projects was completed. One of them is "EUREGIO INFO (2021-2023)" under the Interreg V-A Czech Republic - Poland 2014-2020 program, with partners including: Regional Association of Territorial Cooperation of Těšín Silesia (Lead Partner - Czech Republic), Silesian University in Opava (Czech Republic), WSB University (Poland), and the Association for Regional Development and Cooperation "OLZA" (Poland).



The aim of the project was to create a new information platform for comprehensive management of cross-border and transnational information in the Cieszyn Silesia Euroregion. The platform will serve as a hub for processing information and utilizing knowl-

edge for the needs of the institutions that make up the Euroregion (including local governments) as well as those collaborating with it, including citizens.

This project will create conditions for enhancing the level of cross-border cooperation in the Cieszyn Silesia Euroregion. The head of the research team was Assoc. Prof. Joanna Kurowska-Pysz, PhD.

Another project was "Practical Training Program for Developing Human Resources for a Low-Emission Economy in the Border Area II (2020-2023)" under the Interreg V-A Czech Republic - Poland 2014-2020 program. Partners in the project included WSB University and VŠB - Technical University of Ostrava (Czech Republic).

The aim of the project was to expand the practical vocational education of Polish and Czech students by introducing new topics related to energy-efficient solutions in key sectors for the border area: tourism, construction, and automotive.

Participants in the project will apply the skills they have acquired in in-demand professions in the border area as specialists in energy management and the development of a low-emission economy, particularly in companies that produce and install energy systems. The head of the research team was Assoc. Prof. Łukasz Wróblewski, PhD.

Participation in International Scientific Events

Representatives of the Institute for Studies on Territorial and Interorganizational Cooperation participated in several international scientific events, including the conference titled "International Scientific Conference Borderlands Facing a Polycrisis in the 21st Century: Resilience and Future Perspectives of Cross-Border Relations," held in Wrocław from September 10-12, 2023; the ERSA conference "Urban Challenges and Sustainable Technological Revolution" in Alicante from September 27 to October 1, 2023; an international research meeting within the project titled "The Impact of Post-War Population Displacements on Polish-Czech Cross-Border Cooperation" (program: GAČR/NCN OPUS-WAVE 2022), organized on October 12, 2023, at the University of Luxembourg; a research visit to the Faculty of Life Sciences at Reutlingen University of Applied Sciences in Reutlingen, Germany, on October 13, 2023; and the conference "VII AEBR Cross Border School in Košice," which took place in Košice from November 8-10, 2023.

Cooperation Program in Scientific and Technical Research - COST

The European Cooperation in Science and Technology (COST) program is co-financed under the EU Horizon 2020 program. COST is an institutional structure jointly maintained by 36 European countries and Israel (as a cooperating country), with the primary goal of organizing multilateral scientific and technological cooperation among member countries. COST enables the coordination of research initiatives on specific topics conducted in various countries within designated COST Actions.

COST Actions involve participation from:

- **Aneta Kochanowicz, PhD**

Management Committee Member for COST Action No. CA19104 titled "Advancing Social Inclusion through Technology and Empowerment".

- **Prof. Jerzy Kochanowicz**

Management Committee Member for COST Action No. CA21120 titled "History of Identity Documentation in European Nations: Citizenship, Nationality and Migration (HIDDEN)Culture, Language and Diversity Working Group in COST Action: CA22127 COLlaboratively DEVELOped Culturally Appropriate and Inclusive Assessment Tool for Palliative Care Education.

- **Karol Kujawa, PhD**

Management Committee Member for COST Action No. CA18129 - Islamic Legacy: Narratives East, West, South, North of the Mediterranean (1350-1750).

Substitute Management Committee Member for COST Action No. CA18215 - China in Europe Research Network.

- **Assoc. Prof. Joanna Kurowska-Pysz, PhD**

Management Committee Member for COST Action No. CA18114 titled "European Non-Territorial Autonomy Network.

Management Committee Member for COST Action No. CA19129 titled "Decolonising Development: Research, Teaching and Practice.

- **Assoc. Prof. Olga Nowotny-Czupryna, PhD**

Substitute Management Committee Member for COST Action No. CA19101 - Determinants of Physical Activities in Settings.



- **Assoc. Prof. Paulina Polko, PhD**

Management Committee Member for COST Action No. CA18204 - Dynamics of Placemaking and Digitalization in Europe's Cities.

Management Committee Substitute Member for COST Action No. CA19102 - Language in the Human-Machine Era.

Management Committee Member for COST Action No. CA20107 - Connecting Theory and Practical Issues of Migration and Religious Diversity.

- **Prof. Robert Socha**

Substitute Management Committee Member for COST Action No. CA18236 - Multi-disciplinary Innovation for Social Change.

- **Assoc. Prof. Katarzyna Szczepańska-Woszczyńska, PhD**

Management Committee Member for COST Action No. CA18137 titled "European Middle Class Mass Housing.

- **Michał Szyszka, PhD**

Management Committee Member for COST Action No. CA18136 titled "European Forum for Advanced Practices.

- **Lubomira Trojan, PhD**

Management Committee Member for COST Action No. CA20105 - Slow Memory: Transformative Practices for Times of Uneven and Accelerating Change.

- **Prof. Maciej Witkowski**

Substitute Management Committee Member for COST Action No. CA19129 titled "Decolonising Development: Research, Teaching and Practice.

Scientific Journals



„Forum Scientiae Oeconomia”

It is a quarterly indexed in databases such as Scopus, ERIH PLUS, Index Copernicus, CEEOL, DOAJ, and others, published continuously since 2013. It features articles related to management and quality sciences, as well as issues concerning contemporary economics.

The journal serves as a platform for the exchange of scientific ideas and the dissemination of research findings on the international stage. Both the authors, reviewers, editorial team, and the Scientific Council of "Forum Scientiae Oeconomia" come from prestigious academic institutions around the world. In the list of scientific journals published by the Ministry of Science and Higher Education, the journal has been assigned a value of 70 points.



„Security Forum”

It is an international scientific journal published twice a year. It features articles in English on the subjects of security and defense sciences, addressing political, organizational, technological, and political-doctrinal conditions, as well as crisis management.

The significance of the journal is emphasized by the international Scientific Council, consisting of experts from several countries around the world.



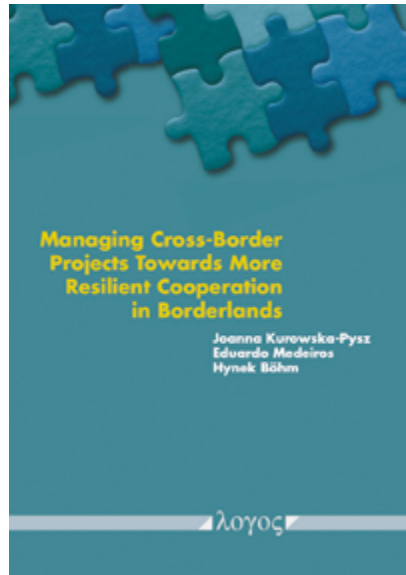
„Exlibris Social Gerontology Journal”

It is a biannual journal, a joint initiative of WSB University and the Association of Social Gerontologists. The topics of the published articles include various aspects of education/learning, well-being, quality of life, institutional and non-institutional forms of support for the elderly, social policy, social assistance, social work, as well as demographic, economic, environmental, and social aspects of aging.

Monographs in Routledge and Logos Verlag

The Scientific Publishing House of WSB University publishes works that are the result of the scientific, research, and teaching activities of the university staff, ensuring a high level of substantive and editorial quality in its publications. The Minister of Education and Science has included the WSBU Publishing House in the list of publishers that publish peer-reviewed scientific monographs, which means that each published monograph in the fields of humanities, social sciences, and theological sciences receives 120 points, while monographs from other disciplines receive 80 points for the evaluation of scientific activity. Monographs by WSB University's researchers are also published by other reputable publishers, both Polish (including PWN Scientific Publishing House, Difin, Polish Economic Publishing House) and foreign (including Springer, Logos Verlag, Routledge). Each of the monographs is published in an Open Access format and is freely available to all interested parties.

λογος



PHILOSOPHY AND LEADERSHIP
AN EVOLUTION OF LEADERSHIP FROM ANCIENT TIMES TO THE DIGITAL AGE
Lukasz Sulkowski, Zdzisława Dacko-Pikiewicz and Katarzyna Szczepańska-Woszczyzna

DIGITAL TRANSFORMATION IN EDUCATIONAL ORGANISATIONS
LEADERSHIP, INNOVATION AND INDUSTRY 4.0
Pawel Poszytek

SHAREHOLDERS, STRATEGY AND VALUE CREATION
THE CASE OF THE IT SECTOR
Wojciech Muras and Katarzyna Szczepańska-Woszczyzna



XVI European Economic Congress

WSB University was once again a partner of the European Economic Congress, which took place from May 5 to 9, 2024. The mission of the EEC is to provide a broad, diverse, and open forum for discussion about the future of the European and Polish economy. This year's edition is highlighted by impressive numbers: 17,000 participants both in-person and online, 650 accredited journalists, 1,200 speakers, and 180 substantive

debates. Above all, the event featured distinguished guests whose speeches significantly influenced the global discussion and set the tone for the entire event. The 16th edition of the congress took place in the special context of the 20th anniversary of Poland's accession to the European Union, with the main theme of the debates being the transformation for the future.

Representatives of WSB University participated in the event.



Professor Paulina Polko participated in the session titled "First and Foremost, Security"



Professor Marcin Lis served as the moderator of the session titled "Artificial Intelligence - Business and Development"



Professor Łukasz Sułkowski participated in the panel titled "Science and Economy"



13th European Congress of Small and Medium Enterprises

"Ready for Change/Chance? - Are You Ready for Change?" was the slogan of the thirteenth edition of the European Congress of Small and Medium Enterprises. The largest European business sector meeting took place from October 25 to 27, 2023, at the International Congress Centre in Katowice. WSB University was a substantive partner of this event.



Representatives of WSB University participated in the discussions:

- Prof. Zdzisława Dacko-Pikiewicz - Rector of WSB University,
- Prof. Marcin Lis - Vice-Rector for Student Affairs and Cooperation with the Environment at WSB University,
- Krystian Mączka, PhD - Assistant Professor at WSB University, expert in cybercrime investigation
- Przemysław Pogłódek - Lecturer at WSB University, expert in labor law,
- Prof. Paulina Polko - Head of the Department of Security Sciences at WSB University,
- Sabina Ratajczak, PhD - Vice-Rector for Development at WSB University,
- Tomasz Siemek, PhD - Assistant Professor at WSB University,
- Attorney Łukasz Staszal - Lawyer at WSB University, Lecturer in the Department of Law and Administration at WSB University,
- Adam Żabka, PhD - Deputy Dean of the Branch Faculty of WSB University in Cieszyn, Economist.



Professor Zdzisława Dacko-Pikiewicz participated in the discussion panel titled "Lifelong Learning in the Era of a Dynamic Labor Market"



Professor Marcin Lis moderated the discussion panel titled "Leverage the Business Potential of Data in Your Company"



Sabina Ratajczak, PhD participated in the discussion panel titled "Education of the 21st Century - What Should It Be Like?"

XIX European KAIZEN™ Congress

More than 500 practitioners and enthusiasts of continuous improvement participated in the XIX European KAIZEN™ Congress on April 18, 2024, organized by Kaizen Institute Poland and WSB University. Participants were welcomed by Mariusz Bryke, PhD - Managing Director of Kaizen Institute Poland and Prof. Marcin Lis - Vice-Rector for Student Affairs and Cooperation with the Environment at WSB University.

Representatives of the event's partners participated in the congress: Janusz Michałek, PhD - President of the Management Board of the Katowice Special Economic Zone S.A., Tomasz Zjawiony - President of the Regional Chamber of Commerce in Katowice, Vice President of the Regional Chamber of Commerce in Warsaw, and Marek Zychła - President of the Silesian Employers' Association Lewiatan.



European Congress of Industry and Energy: INDUSTRY IN TRANSITION

The European Congress of Industry and Energy: INDUSTRY IN TRANSITION took place on June 3-4, 2024, at the International Congress Centre in Katowice. The event was organized by the Regional Chamber of Commerce in Katowice. The congress brought together representatives from key industries such as energy, renewable energy sources, industry, metallurgy, mining, and new technologies, who discussed the future of industry and energy in Europe. Representatives from WSB University also participated in the discussion panels.

Professor Marcin Lis moderated a panel titled "How to Build the Digital Sovereignty of the EU." The panel featured leading experts: Prof. Rafał Żelazny, President of the Management Board of KSSE S.A.; Artur Pollak, PhD, President of the Management Board of APA Group; Mr. Wojciech Gołębiowski, Vice President and Managing Director of Palo Alto Networks in Eastern Europe; Mr. Tomek Niebylski, Sales Director at Microsoft Poland; and Mr. Marcin Nowak, Vice President of Digital Technology Gaming at KatoHub.

10th Open Day of the Personal Data Protection Office

- The 10th Open Day of the Personal Data Protection Office was inaugurated by Mr. Jakub Groszkowski - Deputy President of the Personal Data Protection Office and Professor Marcin Lis - Vice-Rector for Student Affairs and Cooperation with the Environment at WSB University. The event featured expert presentations:
 - **"Privacy by Design in the Design and Implementation of New Technologies in Organizations"** - Monika Krasińska, Director of the Department of Judicature and Legislation at the Personal Data Protection Office,
 - **"Monitoring in the Workplace"** - Paulina Dawidczyk, Director of the Complaints Department at the Personal Data Protection Office,
 - **"Cybercrime in the Context of Personal Data Protection"** - Krystian Mączka, PhD - Data Protection Officer at WSB University



20th Science Festival

As part of the 20th Science Festival, held from March 18 to 22, 2024, there were 60 lectures, debates, meetings, and scientific demonstrations attended by 11,200 people. The event was organized by WSB University and the City Hall in Dąbrowa Górnicza.

This year's edition of WSB University Science Festival was divided into five thematic areas:

Between Equality and Diversity:

- Human and Technology,
- Tech for Good - Technology and Sustainable Development,
- Digital Transformation,
- Digital Economy.



Edyta Nowak-Żółty, PhD - Dean of the Branch Faculty of WSB University in Cieszyn



Mr. Mariusz Szczygieł



Prof. Bogusław Śliwerski





Assoc. Prof. Benjamin Oskar Grabarek, M.D, PhD



Professor Michał Rusinek (Jagiellonian University)



Writer Krzysztof Pięsa



Traveler Mariusz Kurc

Over the previous 19 editions, more than 260,000 people participated, including residents of Dąbrowa Górnicza and other cities in the Silesian Voivodeship, primary and secondary school students, university students, post-graduate participants, and doctoral candidates.

WSB University and the Regional Chamber of Commerce: Joint Efforts for Regional Development

In the past academic year, WSB University and the Regional Chamber of Commerce (RIG) in Katowice actively collaborated, organizing a series of events that contributed to the development of the regional economy and managerial education. These joint initiatives aim to bring academic and business communities closer together while promoting innovative solutions in management and entrepreneurship. On November 20, 2023, an Open Meeting for RIG Member Companies was held at WSB University.

The event was attended by representatives of the university authorities, the Regional Chamber of Commerce, and local city officials. Members of WSB University MBA Club also participated, highlighting the strengthening ties between the university and the business sector. The special guest of the event was Marek Zuber, a lecturer in the Executive MBA program at WSB University, who delivered a lecture titled "Recession and Inflation – Will They Stay with Us Longer?".

Another significant event was the Closed Meeting of RIG Member Companies, held on May 20, 2024, at the Park Hotel Diament in Katowice. WSB University served as the Content Partner.

Collaboration for Regional Development

It is worth noting that the Regional Chamber of Commerce has a branch in Dąbrowa Górnicza, located at WSB University. Thanks to this close collaboration, both WSB University and RIG can effectively support regional development, promote innovative solutions, and offer a wide range of educational and business events.

The collaboration between WSB University and the Regional Chamber of Commerce is an excellent example of synergy between academia and business, benefiting both students and entrepreneurs and contributing to the dynamic economic development of the region.



12th National Tournament for Uniformed Classes



Silesian Voivode Mr. Marek Wójcik

From April 14-16, 2024, the 12th National Tournament for Uniformed Classes took place at Mitręga Reservoir

in Łazy. The event was organized by the Center for Research and Education of Uniformed Services at WSB University.

The goal was to select the best team representing a high school that offers Education for Security and prepares candidates for careers in uniformed services. For three days, participants competed in various events, demonstrating not only physical strength, determination, and agility but also intellectual abilities.

Teams competed in five thematic blocks: patriotic education, knowledge, fitness, shooting, and tactics.

An event accompanying the tournament was a meeting between participants and veterans of military missions in Iraq and Afghanistan. The tournament included 208 participants from 19 cities, including Kraków, Wrocław, Tarnów, Łódź, Rzeszów, Świecie, Cieszyn, Zabrze, Bytom, Sosnowiec, Radomsko, Łazy, Dąbrowa Górnicza, Zawiercie, Knurów, and Olkusz.

The official winner of the tournament was the team from the Władysław Szybiński School Complex in Cieszyn. Second place went to the II High School within



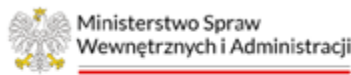
the General School Complex in Knurów, and the third position was secured by the second team from the Władysław Szybiński School Complex in Cieszyn.

During the ceremonial Gala held on April 16, marking the official conclusion of the three-day event, awards, medals, and certificates were presented to the winning teams. The prizes included "Golden Indexes" for free first-cycle studies, as well as "Silver" and "Bronze" indexes granting free studies for one year and one semester, respectively.

The Strategic Partner of the Tournament was Zakłady Mechaniczne 'BUMAR-ŁĄBĘDY' S.A. - Polish Armaments Group.



Honorary Patronage





Scientific clubs

Scientific clubs offer students extensive opportunities for development by combining passion with academics. They operate in various areas, from photography to computer science, organizing conferences, integration trips, and meetings with experts:

- Molecular Biology Scientific Circle
- Anatomy Scientific Circle
- Nursing Scientific Circle
- Physiotherapy Scientific Circle
- Cosmetology Scientific Circle
- Medical Rescue Scientific Circle "360J"
- Pedagogical Scientific Circle
- Scientific Circle of Pedagogy and Psychology
- Scientific Circle of National Security GARDA
- Erasmus Club Scientific Circle of WSBU
- UN Friends Scientific Circle at WSB University
- International Scientific Circle GOLD
- Scientific Circle HYBRID
- Scientific Circle Ingeniatus
- Scientific Circle Operatio
- Scientific Circle ITLogis
- ProjectGO - Interdepartmental Student Scientific Circle
- Interdepartmental Scientific Circle of Criminalistics Enthusiasts
- International Scientific Circle of Security "Save the World"

Seminar on Project Management Education 2023

On November 15, 2023, members of the ProjectGO scientific circle, along with the IPMA Student Coordinator, Anna Śmiglewicz, PhD, participated in the latest edition of the Project Management Education 2023 Seminar in Warsaw.

The PM Education Seminar is an annual event organized by the International Project Management Association Poland, the Faculty of Economics, Finance, and Management at the University of Szczecin, and the Warsaw School of Economics, held alongside the IPMA

Poland Conference. The seminar aims to present various methods and forms of education in project management at the academic level, provide opportunities for meeting and exchanging experiences in this field, and facilitate networking.

During the conference, ProjectGO members Zuzanna Filus, Kamila Ciszewska, and Adam Gołębiowski delivered a presentation titled "International Projects and Sustainable Management: Unity in the Diversity of Student Activities at WSB University" in a session dedicated to student initiatives and activities. The conference also featured the final of the Project Master 2023 competition, where diplomas and awards were presented to the winners and distinguished authors of works in project management across categories such as bachelor's, master's, postgraduate, and doctoral theses. Among the awarded works was the bachelor's thesis by WSB University student Mr. Wojciech Hojda, titled "Project Improvements in Project Management in a Furniture Company Based on Elite Navy Seals Tactics," supervised by Dr. Anita Labus.

Academic Managerial Championships

Members of the ProjectGo scientific circle: Tianna Mariia Foshter, a bachelor's student in Management, Marianna Kukhtyk, a master's student in Transport, and Anna Kubala, a master's student in Management, secured third place in the Academic Management Championships organized by Revas.

Student research circles create innovations

Student scientific clubs operating at WSB University have been implementing projects funded by the Minister of Science and Higher Education under the program "Student Scientific clubs Create Innovations" for several years.

In the academic year 2023/2024, three scientific clubs completed their projects: ProjectGO - Interdisciplinary Student Scientific Circle, the Paedagogica Scientific Circle, and the Physiotherapy Scientific Circle. In May 2024, new projects were initiated by: The Medical Rescue Scientific Circle "360J," the ITLogis Scientific Circle, and the Cosmetology Scientific Circle.

Academic Sport

1st place in the Classification of Non-Public Universities in Silesia and 4th place in the Overall Classification of the Academic Championships of Silesia in the academic year 2022/2023 are the most significant sports achievements of WSB University for that year. Representatives of WSB University received awards during the Jubilee XIII Gala of Silesian Academic Sport, celebrating the 50th anniversary of the Academic Championships of Silesia, which took place on October 18, 2023, at the Palace of Youth in Katowice.

Awards for the best athletes were presented by:

- Prof. Marcin Lis - Vice-Rector for Student Affairs and Cooperation with the Environment at WSB University,
- Bogusław Oleksy - President of AZS Katowice,

- Beata Widawska - Vice President of AZS Katowice.

Achievements of WSB University::

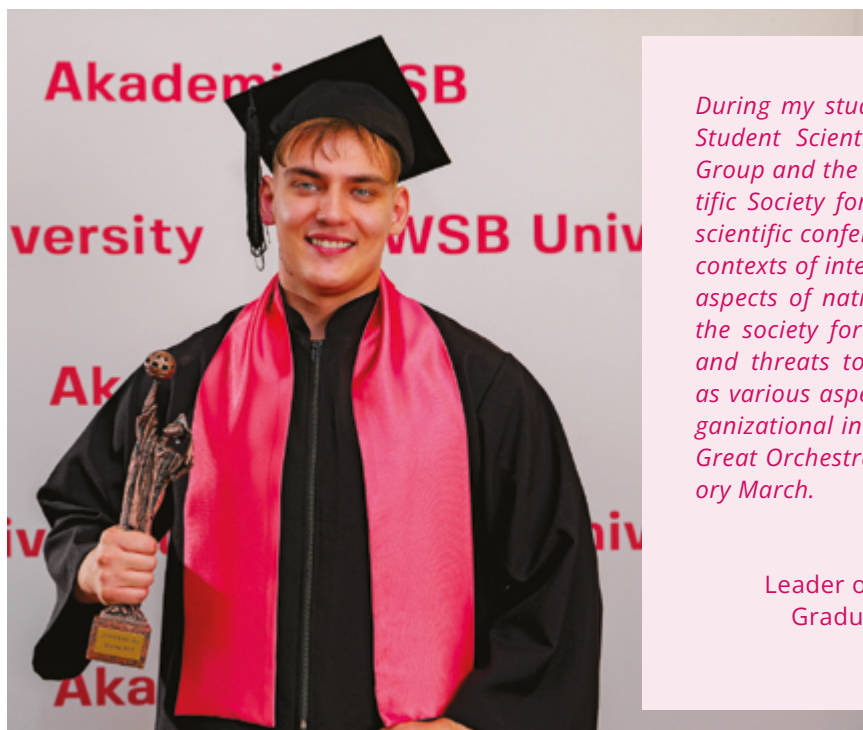
- 1. position in the sports competition of private universities,
- 4. position in the overall ranking of all universities in the Silesian Voivodeship,
- Golden Griffin - Multisport Athlete - Marcin Hanasiewicz
- Record number of sports disciplines - 44,
- Record number of points scored - 678,
- Record number of points achieved - 97.



Academic Championships of Silesia 2022/2023 - overall classification of universities in Silesia Province

1. Silesian University of Technology in Gliwice
2. University of Silesia in Katowice
3. Silesian Medical University in Katowice
4. **WSB University in Dąbrowa Górnicza**
5. University of Economics in Katowice
6. Academy of Physical Education in Katowice

We educate minds - we develop passions



During my studies, I was an active member of the Student Scientific Societies - the Rapid Response Group and the "Save the World" International Scientific Society for Security. I organized seminars and scientific conferences focused on the conditions and contexts of internal security and the methodological aspects of national defense. I presented papers at the society forums on topics such as cyberattacks and threats to information infrastructure, as well as various aspects of crime. I support my active organizational involvement through initiatives like the Great Orchestra of Christmas Charity and the Memory March.

Dominik Śliwka

Leader of the Year 2024 - Bachelor's Degree Graduate, in the field of National Security

My time at WSB University has been transformative, developing and to some extent difficult. It taught me a great deal of skills in responsibility and time management as I balanced both my studies and a job. These experiences have shaped me into a Good manager personally and disciplined individual. Coming from Zimbabwe where i did my bachelors whilst staying at home depending on parents this was a different experience at all. I enjoy the growth that comes with leaving home to figure life on your own outside the nest of your family. I have a deep passion for singing and enjoy exploring new places. Looking ahead, I plan to seek employment here in Poland, i am already working thou but probably venture into my field now that I am a master student. However, my long-term goal is to return home and establish my own business within the next two to three years.

Thembeke Dube

Student of master's degree program
in Project Management



This academic year has been full of amazing events in my life—I became the winner of the national beauty pageant Polska Miss 2023 and recorded my debut single "I Miss You." Now, I'm trying to balance my numerous new responsibilities as Miss with my studies and work, which is quite a challenge. However, the contact with people and the opportunity to share my passion for music brings me immense joy and satisfaction. Through my studies in managerial psychology, I've learned conflict management techniques, how to build strong team relationships, and effective communication, which allows for a better understanding of group dynamics.

Justyna Haberka

Master's Degree Graduate
Managerial Psychology



One of my biggest passions is sailing. I started with a basic sailing course when I first came to Poland in 2010, and I have been continuing this hobby ever since. One of my favorite ships is Fryderyk Chopin, a Polish tall ship. I had the honor of participating in many Tall Ships Races aboard Fryderyk Chopin, representing Poland. Additionally, I spent a year traveling the world on this ship with students from Polish schools. What is most significant for me at WSB University is the opportunity to meet a diverse group of international students and learn from the experienced faculty practitioners. I currently work as a Product Manager at a Polish company. After completing my studies, I am considering further education, with one of the most likely options being an MBA program.

Aliaksandr Karovin

Master's student in Project Management



At WSB University, I organized a campaign for registering potential bone marrow donors with the help of the DKMS Foundation, of which I am currently the leader. My great passion is drawing and photography. Whenever I have a free moment, I grab a fine-liner or pencil and try to capture what I see and what fascinates me.

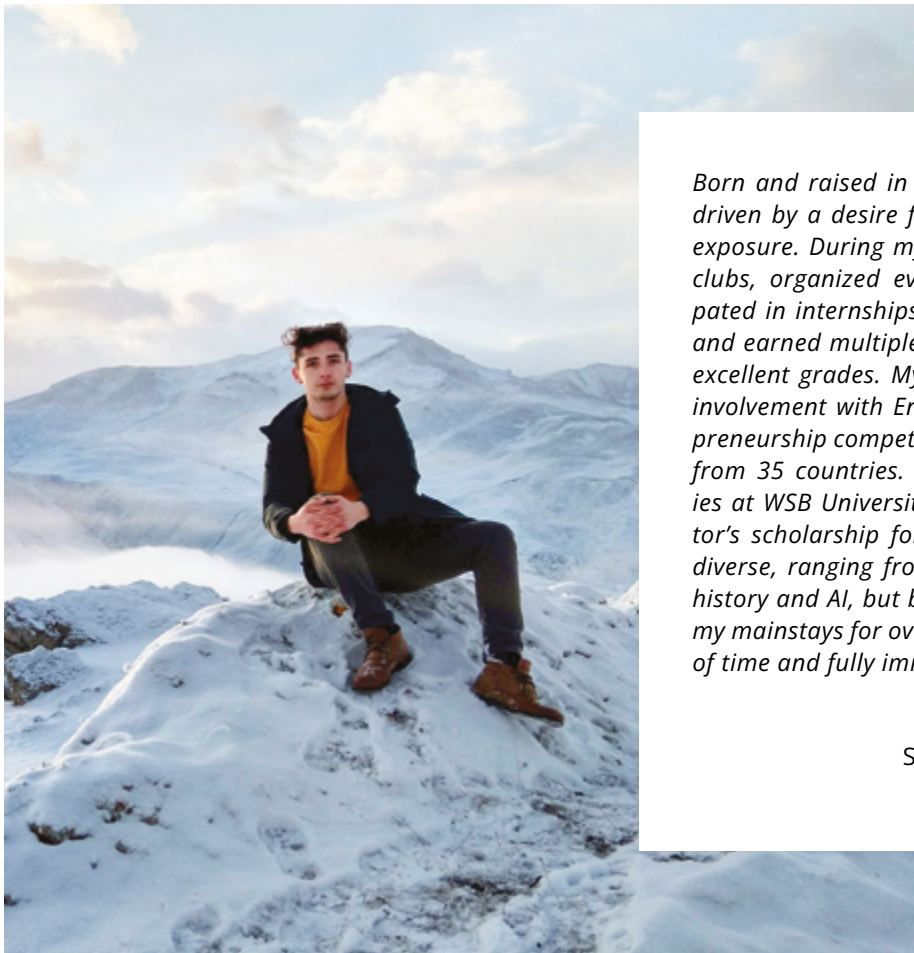
Julia Fima

Master's Degree Student in the Physiotherapy

Graduate of the bachelor's degree program in International Business and master's degree program in International Human Resources Management Among my top achievements is receiving an EU scholarship to study in Europe for my bachelor's degree, a transformative experience for which I am deeply grateful. I find immense joy in spending time in nature, which energizes and inspires me, and I constantly seek to challenge myself, pushing boundaries and embracing personal growth. My future plans are ambitious, centered on continuing my studies, seeking self-improvement, and making a meaningful impact. Currently, I work as a Data Analyst at Accenture Krakow, and I aspire to engage in international research collaborations, contribute to innovative projects, and address global challenges.

Guljemal Aitgeldiyeva

Graduate of the master's degree program
in International Human Resources Management



Born and raised in Azerbaijan, my move to Poland was driven by a desire for new challenges and international exposure. During my undergraduate years, I led student clubs, organized events, attended conferences, participated in internships, co-founded a business, freelanced, and earned multiple scholarships—all while maintaining excellent grades. My most notable achievement was my involvement with Enactus, an international social entrepreneurship competition with over 1,500 university teams from 35 countries. Currently, I balance work and studies at WSB University, where I recently received the Rector's scholarship for my first semester. My hobbies are diverse, ranging from biology and engineering to music history and AI, but baking and graphic design have been my mainstays for over a decade, allowing me to lose track of time and fully immerse myself in creativity.

Tarlan Mustafayev

Student of master's degree program
in Project Management

I completed my Bachelor's degree in International Business at WSB University in 2023, participating in BIP Erasmus+ in Belgium, Student Diversity Hub, receiving the Rector's Scholarship, and being an Ambassador for WSB. I am passionate about engaging in events with changemakers and exploring hidden travel gems like local cafes and street markets. My creative side emerges in making natural bead bracelets, a meditative hobby that lets me express emotions. I work with Diaspora Danaker of women from Kyrgyzstan in Poland and am building my consulting agency, Win Consulting, to help more students succeed. My future goals include working with international organizations focused on gender equality, migrants, and youth leaders, combining my business skills with social impact.

Aigerim Urmatbekova

Graduate of master's degree program Project Management



My biggest achievement in my studies is that I have been selected to be an ambassador and I do represent my country Algeria at WSB University. My passion is horse riding and I spend a lot of time in horse riding clubs here in Poland. Also I love cooking so much, especially traditional dishes of my country, but I also like to try new recipes. I am thinking to gain more experience in management and IT so in the next few years I can go back to my country to create my own business.

Chahnaz Kazitani

Student of master's degree program
in International Business Management



My biggest passions are drawing, painting, and traveling, which have been with me since childhood. I find the greatest joy in sketches from my travels, digital art, and quick sketches that are often products of my imagination. I travel whenever I have the opportunity, including through programs like Erasmus. This way, I've visited Spain, Sweden, and Bulgaria. I also organize individual trips for myself, family, and friends. Recently, I had the chance to visit London and Zadar. In total, I've explored about 30 countries (and still feel a thirst for more). During such trips, I love trying new sports and discovering new passions, and above all, I enjoy active relaxation!

Zuzanna Gulec

Student of engineering studies in the field of
Logistics, recipient of the Golden Index award

My biggest passion is music. I love music from any genre. From listening, learning, dissecting, to making music. I dabble in music production software where I make my own backing tracks so I could just pick up my guitar and play the blues or whatever I feel like at the moment. Well, my goal is to make connections and work in the one of the European countries, so I could eventually bring the family over after studies. I love developing my creativity and getting new ideas.

Orville Basas

Student of master's degree program
in International Business Management



Daniel Cieszyński has been actively working for those in need in Africa for many years. Through his initiatives and the help of donors, he has facilitated the construction of six wells, providing around 1,800 people with access to clean drinking water. He has also equipped a clinic in Baikoro and Colon with two ultrasound machines and a delivery bed along with necessary equipment, significantly reducing the mortality rate of newborns and mothers in the area. In 2021, he began initiatives for blind children, who can now study in a new school. The new project aims to create two school buildings with a dormitory and a field kitchen. The poorest children from nearby villages will live there, as they are unable to travel long distances home in high temperatures after school.

Daniel Cieszyński
Bachelor's Degree Graduate
in Management



How is AI Changing Higher Education?

Higher education faces extraordinary challenges in the era of rapid technological advancement, especially with the rise of generative artificial intelligence. Among Polish universities, WSB University stands out as a leader in utilizing the latest digital solutions to prepare its students for functioning in a world dominated by AI and generative artificial intelligence.

AI in Higher Education - Latest Trends

Around the world, higher education institutions are adapting their curricula and infrastructure to integrate AI into education. This trend encompasses not only teaching about AI but also applying artificial intelligence in administrative, educational, and research processes. Notable technologies include generative artificial intelligence, which enables the creation of new content, personalization of learning, and support in solving complex research problems.

Areas of AI application in education include:

- **Adaptive Learning Systems:** Personalizing educational pathways based on students' need and progress.
- **Automated Grading:** AI tools can analyze and evaluate student work, enabling faster feedback and more objective assessments.
- **Virtual Assistants:** Generative AI can assist students in problem-solving and answering questions related to academic material.
- **Research and Development Activities:** Utilizing tools such as Amazon SageMaker, SCiKit Learn, TensorFlow, MxNet, and XGBoost in scientific research allows for effective modeling and efficient data analysis.

Modern Technologies at WSB University

WSB University is implementing modern technologies to provide its students with the best possible preparation for future challenges. Key projects and tools that WSB University is implementing include cloud-based AI on AWS, process automation and digitization systems such as Webcon, virtual laboratories, and Tableau BI.

AI in AWS Cloud

WSB University fully leverages the potential of Amazon Web Services (AWS) cloud to create scalable technological solutions tailored to the needs of a dynamically evolving academic environment. The AWS cloud enables both students and staff to store and process

data, analyze information, and implement advanced artificial intelligence (AI) algorithms. An example of utilizing these technologies is AWS SageMaker, which allows for the rapid creation, training, and deployment of machine learning models in real-world applications, such as predicting user behavior, analyzing market trends, and developing personalized educational tools.

WSB University is actively exploring the potential applications of Amazon Bedrock in the educational context. Amazon Bedrock, a tool for creating and managing generative models, offers significant potential for automating the creation of educational content, personalizing learning materials, and supporting the development of innovative research projects. As a result, students have access to modern tools that enable them to work with the latest AI technologies while simultaneously developing the skills needed in today's job market.

WSB University utilizes a range of other modern technologies, such as serverless Amazon Lambda and AWS Security Hub for cybersecurity monitoring. Amazon Lambda allows code to be run in response to specific events without the need to manage servers,



This significantly simplifies the process of implementing new features and applications. Meanwhile, Security Hub is a central tool in Amazon Web Services that enables the management of security across the entire infrastructure in one place. It automatically aggregates, organizes, and prioritizes security alerts from various AWS services. Through integration with other tools, such as Amazon GuardDuty and AWS Config, it allows for comprehensive monitoring of the cloud en-

vironment. Security Hub also provides the capability to automate incident response, enabling quick reactions to potential threats. Additionally, this tool helps meet compliance requirements by offering ready-made standards and compliance reports.

The integration of AWS technologies with the activities of WSB University also enables the development of new forms of remote and hybrid education. Thanks to cloud solutions, students have access to modern e-learning platforms that support interactive teaching, utilizing advanced features such as virtual laboratories, simulations, and automated assessments. All of this contributes to creating a more engaging and effective learning environment.

By implementing AWS solutions, WSB University actively supports innovation, develops modern digital competencies among students and staff, and strengthens its position as a leader in education based on advanced technologies.

Automation and Digitization of Processes

One of the key tools that WSB University is implementing is Webcon—a sophisticated system for automating and digitizing business processes. This system enables organizations to streamline operations by eliminating repetitive tasks, optimizing information flow, and effectively managing documentation. Based on low-code technology, it allows for the creation of business applications without the need for advanced programming, making it accessible to both IT departments and business users.

WSB University focuses on modern solutions that accelerate and simplify the management of key administrative and educational processes. By implementing these solutions, WSB University can automate daily activities such as recruitment handling, managing class schedules, tracking teaching hours, and monitoring student progress. This, in turn, allows for more efficient use of resources, shorter task completion times, and minimizes the risk of errors resulting from manual data entry.

The implementation of a process automation system at WSB University is also a step toward modernity and digital transformation. It enables flexible responses to the dynamically changing needs of the educational market, supporting the development of innovative teaching methods and enhancing the working environment for both academic and administrative staff. Process automation improves transparency in operations and internal communication, allowing for quicker decision-making. The system also supports sustainability initiatives by reducing paper consumption and promoting the digitization of documentation. With these

benefits, WSB University can more effectively fulfill its educational mission, focusing on innovation and modern management.

Modern Tools for Students in Virtual Laboratories

WSB University places a strong emphasis on the practical preparation of its students, which is crucial in the context of rapidly evolving technologies. The virtual laboratories available to WSB University students are a key component of this approach.

Among the available tools are design and simulation software such as Catia, Ansys, AutoCAD, and Autodesk Inventor, which support students in learning and project implementation. These tools allow for the creation of complex 3D models, conducting material strength analyses, and simulating the operation of various systems and devices under diverse conditions. This enables students to better understand engineering processes and acquire practical skills that will be valuable in their future careers. These tools also facilitate work on projects related to both technical design and project documentation. Students can create precise technical drawings, structural models, and visualizations of their projects. This not only enhances their technical skills but also facilitates collaboration within project teams.



Thanks to access to advanced modeling and simulation features, students can test and optimize their projects, helping them better understand the operation of mechanisms and the impact of various factors on their functionality. This, in turn, fosters their creativity and innovation in solving real-world engineering problems.

These tools are a key element of engineering education, allowing students to learn advanced technologies and gain experience that will prepare them for work in various industrial sectors.

Students in design, graphics, and multimedia programs can utilize Adobe Creative Cloud, which offers a rich set of tools essential for developing skills in these areas. The suite includes software for graphic editing, photo and video editing, animation creation, and inter-

active content design, allowing students to carry out a variety of projects from inception to final version.

Adobe Creative Cloud provides tools for advanced graphic editing, enabling the creation of illustrations, marketing materials, and both digital and print publications. Students can also work on professional video editing, special effects, and animation, which are valuable for film production, advertising, and other multimedia projects. The web and mobile app design software allows students to create user interfaces (UI) and prototype user experiences (UX). Additionally, audio editing and animation tools enable the realization of comprehensive multimedia projects, such as games, apps, and advertisements.

This software suite is essential in preparing students for careers in the creative industry, enabling them to develop both the technical and artistic skills needed in a rapidly changing professional environment.

Students in computer science programs have access to advanced programming tools such as JetBrains, Android Studio, XCode, and VSCode, which support them in learning how to create, debug, test, and deploy software. These tools enable work on a variety of projects, from simple applications to complex systems. With rich features and integration capabilities, these tools adapt to the specific needs and preferences of students, helping them acquire practical skills in various programming environments.



Integrated Development Environments (IDEs) offer advanced features for code analysis, automatic completion, and refactoring, which significantly facilitate and accelerate work on large projects. Students can work with multiple programming languages and technologies, allowing them to develop a wide range of skills, from creating desktop and mobile applications to web solutions and cloud-based systems. Specialized tools

for mobile programming enable students to learn how to develop applications for various platforms, providing them with knowledge in design, testing, and optimization of mobile apps. Additionally, the ability to work with advanced debugging, simulation, and performance analysis tools makes it easier to create applications ready for deployment on real devices.

These programming tools also support teamwork through integration with version control systems, allowing students to learn how to collaborate on projects in an environment that simulates working conditions in the IT industry. With support for various libraries, frameworks, and technologies, students can work on web, mobile, Internet of Things (IoT), and cloud projects. Using such tools enables students to gain valuable experience, develop technical skills, and prepare for work in the rapidly evolving technology sector.

By utilizing Unreal Engine in their learning process, students gain experience with an advanced tool for creating games and VR/AR applications, allowing them to develop skills in game development and interactive experience design across various fields, such as architecture and educational simulations. The engine offers realistic graphics by employing ray tracing technology and dynamic lighting, enabling the creation of visually stunning projects..

Students can develop advanced game mechanics through both traditional coding in C++ and visual scripting using the Blueprints system, which facilitates learning and rapid prototyping. Unreal Engine also supports the design of immersive VR/AR experiences, enabling students to create interactive applications for various platforms.

The engine also provides advanced tools for managing physics, animation, and sound, enabling the creation of realistic, interactive environments. This allows students to learn the full game production cycle, gaining valuable practical experience that is highly beneficial in the technology and entertainment industries.

Students involved in data analysis, machine learning, and statistical modeling have access to an advanced toolkit that facilitates data work and algorithm development. Anaconda, Jupyter Notebooks, along with libraries like SciKit Learn, TensorFlow, Keras, PyTorch, MXNet, and XGBoost in the Python environment are key tools supporting various stages of projects related to analysis and modeling.

Anaconda is a versatile environment that simplifies package and environment management for Python and R. It allows for easy installation and updating of libraries and the creation of separate working environments, which is useful for projects requiring different versions of tools and libraries.

Jupyter Notebooks is an interactive platform that enables students to create documents containing code, computation results (such as charts and tables), and descriptions. This tool is ideal for data exploration, learning, and sharing analyses, particularly in data analysis and machine learning projects.

SciKit Learn is a popular machine learning library in Python, offering a wide range of algorithms for classification, regression, clustering, and dimensionality reduction. It is ideal for simple models and quick data analysis. TensorFlow is Google's machine learning library, especially known for applications in deep learning. It enables the creation and training of complex neural network models on a large scale. Keras is a high-level API for building neural network models that operates on TensorFlow. It is user-friendly and intuitive, making it perfect for quick deep learning model prototyping.

PyTorch is a flexible and dynamic machine learning library created by Facebook. It is popular in neural network research due to its ease of debugging and support for dynamic networks. With MXNet, an efficient machine learning library particularly optimized for cloud work and scaling models across multiple GPUs, students can create both static and dynamic networks. XGBoost is an efficient gradient boosting library used for classification and regression. It is popular in data science competitions for its speed and effectiveness in creating predictive decision tree models.

This toolkit allows students to work effectively on a variety of projects related to data analysis and machine learning, developing skills needed in the rapidly growing data science industry.

Students also learn Business Intelligence tools like Power BI and QuickSight, which are advanced data analysis and reporting tools that support information management and data-driven decision-making processes. These platforms enable users to transform raw data into clear visualizations, making it easier to identify trends and patterns.

Power BI, provided by Microsoft, allows for the integration of various data sources such as databases, spreadsheets, and real-time data. It enables the creation of interactive reports and advanced visualizations, including charts, maps, and tables. With its report-sharing and collaboration features, Power BI is

particularly useful in environments where teams need to regularly share analysis results.

QuickSight, offered by Amazon Web Services (AWS), is an analytical tool designed for large-scale operations. Its automated visualization suggestions and insights based on machine learning facilitate quick data insights, even for those without advanced analytical knowledge. QuickSight allows for real-time data analysis and integrates with the AWS ecosystem, providing scalability and flexibility in creating analytical solutions.

Business Intelligence at WSB University

Tableau BI is an advanced data analysis and visualization tool that offers a wide range of analytical capabilities. With it, the university administration can continuously monitor key operational indicators, such as student recruitment, attendance, academic performance, and financial efficiency. Tableau allows for the integration of data from various sources, enabling comprehensive analysis and trend identification.

One of the main advantages of Tableau BI is its ability to create dynamic reports and interactive dashboards. These dashboards can be tailored to the needs of individual users, allowing for quick and effective data management. The visualizations in Tableau are intuitive and easy to interpret, facilitating informed decision-making based on current data. It also offers advanced analytical features, such as predictive data analysis, which can help forecast trends and identify potential issues. This allows the university administration to better plan their actions and respond to changing conditions.

The integration of Tableau with other systems, such as ERP and CRM, allows for even greater efficiency in data management. This integration enables a comprehensive view of the university's operations and supports decision-making based on integrated data.

It is a powerful tool that allows the university administration to monitor key operational indicators, analyze data related to recruitment, student attendance, academic performance, and financial efficiency. By creating dynamic reports and interactive dashboards, Tableau BI facilitates quick, informed decision-making based on current data. This tool contributes to the continuous improvement of administrative and educational processes, making university management more transparent and efficient.

Challenges Associated with AI

Implementing AI in higher education is not without controversy. On one hand, this technology can significantly enhance educational and administrative processes; on the other, it raises questions about ethics, privacy, and accountability for decisions made by algorithms. One of the key challenges is protecting the privacy of students and staff. The use of AI involves processing vast amounts of personal data, which can lead to potential privacy breaches. WSB University is aware of these threats and is taking steps to secure data by implementing advanced security protocols and ensuring compliance with data protection regulations, such as GDPR.



Another aspect that WSB University considers is the ethics of AI application. The introduction of AI-based systems requires reflection on issues such as algorithmic fairness, avoiding biases in decision-making, and transparency in processes. WSB University actively participates in discussions about AI ethics by organizing seminars and workshops aimed at raising awareness among students and staff about the implications and responsibilities associated with using these technologies.

Using AI in higher education also necessitates adherence to legal regulations. The university ensures that its actions comply with applicable laws at both the national and international levels. As part of its programs, the university incorporates elements of law to prepare its students to navigate the complex landscape of regulations related to AI.

The Future of Education in the Context of AI

The integration of artificial intelligence in the educational process is not only about improving teaching efficiency—it also opens the door to entirely new, innovative teaching methods that can transform traditional approaches to learning. With AI, it becomes possible to create more personalized educational pathways that cater to individual student needs, as well as to implement advanced analytical tools that support decision-making processes in both educational and administrative contexts.



The university does not stop at the technological aspects alone but places great emphasis on developing ethical and legal awareness among its students and staff regarding the use of artificial intelligence. In an era where AI is becoming an integral part of many areas of life, the ability to use it responsibly is just as important as technical proficiency.

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