

**Akademia WSB**  
**WSB University**

***Driving Excellence***  
***Innovation and Impact Insights***

**2.** **BEST UNIVERSITY**  
**IN POLAND\***

\* among non-public universities according  
to the 2025 Perspektywy University Ranking









FALL IN LOVE  
WITH WSB UNIVERSITY

30TH ANNIVERSARY OF WSB UNIVERSITY  
AT THE POLISH RADIO NATIONAL SYMPHONY ORCHESTRA  
IN KATOWICE CONCERT BY PIOTR RUBIK  
WITH ORCHESTRAIN KATOWICE



# Akademia WSB

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# WSB University

## **WSB UNIVERSITY**

Cieplaka 1c Street,  
41-300 Dąbrowa Górnicza  
Poland

Editor-in-chief: Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD

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*Thirty years ago, something more than just an academic institution was born.*

*It became a place where knowledge meets values. It is also a space of relationships, trust and shared action.*

*Thirty years is enough to speak of maturity - but it is also the beginning of a new path that we wish to walk together, in dialogue and with attentiveness, guided by openness, sustainable development, and global responsibility.*

*I believe that the most important things are still ahead of us - that the coming decades will bring new opportunities, and that as WSB University we will continue to teach hope. Because hope does not end with words. Hope begins where there is community. Where there is vision. Where there is action.*

*May each day give us the courage to seek answers to new challenges.*

*Thank you for co-creating this story and for sharing the dream of what lies ahead.*

# WSB University Climbs Higher in the Ranking of the Best Universities in Poland



**2nd place** among all non-public universities in Poland, **23rd** among all academic institutions (both public and non-public), 2nd in the Silesian Voivodeship, and 1st in the category of Internationalization - these are this year's results for WSB University in the prestigious Perspektywy 2025 Ranking of Higher Education Institutions.

This is a tremendous achievement for WSB University, marking yet another step upward in the Ranking of Academic Universities. Among all universities in Poland authorized to confer doctoral degrees, WSB University took 23rd place - moving up one spot compared with last year and climbing an impressive nine positions since 2023.

Once again, WSB University has proven itself to be the national **leader in internationalization**, securing 1st place in this category among all public and non-public universities across the country.

## Best Non-Public Academic Universities 2025

- 1 Kozminski University, Warsaw
- 2 WSB University, Dąbrowa Górnicza**
- 3= Polish-Japanese Academy of Information Technology, Warsaw
- 3= SWPS University
- 5 VIZJA University
- 6 Lazarski University, Warsaw

**UNIVERSITY RANKING**  
**Perspektywy**  
**2025**



The university's high ranking is the result of extensive international collaboration - strategic partnership projects, visiting international lecturers, numerous student and faculty exchange programs, as well as a steadily growing number of international students and students studying in foreign languages. Today, WSB University is truly a multicultural academic space.

In the 2025 Field of Study Ranking, WSB University also confirmed its strong position in educating specialists in **National Security**, with the program taking 3rd place nationwide, as well as in **Computer Science** - the master's program in this field ranked 5th in Poland, tied with the University of Gdańsk. The **Cosmetology** program was also recognized among the best in the country.



*Assoc. Prof. Michał Kleiber, PhD  
Chairman of the Perspektywy Higher Education Ranking Chapter*

## Ranking of Academic Universities 2025

1	University of Warsaw	12=	SGH Warsaw School of Economics
2	Jagiellonian University in Kraków	16	Medical University of Warsaw
3	Warsaw University of Technology	17=	University of Wrocław
4	AGH University of Krakow	17=	Kozminski University, Warsaw
5	Gdańsk University of Technology	17=	Wrocław Medical University
6	Adam Mickiewicz University in Poznań	20	Nicolaus Copernicus University in Toruń
7	Wrocław University of Science and Technology	21=	Medical University of Lublin
8	Poznań University of Technology	21=	Tadeusz Kościuszko Cracow University of Technology
9	Lodz University of Technology	<b>23=</b>	<b>WSB University, Dąbrowa Górnicza</b>
10	Silesian University of Technology	23=	Poznań University of Medical Sciences
11	University of Gdańsk	23=	University of Łódź
12=	Medical University of Gdańsk	23=	Pomeranian Medical University in Szczecin
12=	Medical University of Łódź		
12=	Medical University of Białystok		

## RANKING BY SUBJECT

### Perspektywy

### 2025

# 3<sup>th</sup>

place

**National Security  
programs**

# 5<sup>th</sup>

place

**Computer Science  
(Master's degree)**

among all public and non-public universities in Poland

WSB University achieved excellent positions in the Field of Study Rankings among both public and non-public universities in the Silesian Voivodeship:

**Computer Science (Eng.)** 1st place

**Logistics** 3rd place

**Transport** 2nd place

**Emergency Medical Services** 3rd place

**Management** 2nd place

**Physiotherapy** 4th place

**Pedagogy** 2nd place



„WSB University is an institution that carries out scientific, research, and development projects in collaboration with world-renowned universities and institutions such as Harvard University, Stanford University, Nottingham Trent University, Politecnico di Milano, the University of California San Diego, and CERN in Switzerland.

Our high quality is confirmed not only by another step up on the Perspektywy ranking podium but also by recognition in international rankings, including Times Higher Education, UI GreenMetric, and the Round University Ranking.

The university holds a number of prestigious international accreditations, such as CEEMAN IQA, KAUT, ACCA, IPMA, BSIS Impact, as well as the HR Excellence in Research distinction.”

Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD  
Rector of WSB University





## “Golden Fifteen” – Perspektywy 2025 MBA Program Ranking

**The Executive MBA program (in partnership with Politecnico di Milano and EY) and the Master of Business Administration program (in partnership with EY)** are ranked among the top programs in the latest Perspektywy Educational Foundation MBA Ranking, widely regarded as one of the most prestigious and objective MBA program rankings in Poland.

The ranking is based on five rigorously assessed criteria - Program Participants, Teaching Faculty, Academic Content, Career Support, and Prestige & Reputation - encompassing a total of 28 indicators. All MBA programs offered by WSB University were included both in the overall ranking and in every individual category.

WSB University’s MBA programs were recognized as the best in Poland in the category “Quality of Students.” The award was accepted by Assoc. Prof. Katarzyna Szczepańska-Woszczyzna, PhD, WSB University Rector for Science and Education at WSB University. This category evaluated factors such as the recruitment process, candidates’ professional experience, the rigor of selection criteria, and participant diversity in terms of nationality and gender balance. The MBA faculty at WSB University also received ex-

cellent ratings - a testament not only to their business expertise but also to their accessibility to students, gender parity among faculty members, and the high quality of trainers and mentors.

Thanks to this, WSB University MBA participants enjoy a unique opportunity to learn from top professionals - an experience that undoubtedly contributes to their future career success.











# 30th Anniversary Gala of WSB University

## Three Decades of Hope, Knowledge, and Growth – The Pearl Jubilee of WSB University

WSB University has turned 30! To mark this milestone, a special celebration was held in Katowice - not only to commemorate the anniversary but also to reflect on the University's achievements and outline its future directions for development. The **anniversary gala** took place on April 14, 2025, in the prestigious **Concert Hall of the Polish National Radio Symphony Orchestra (NOSPR) in Katowice, bringing together over 1,800 guests from the worlds of science, politics, culture, and business.** The event was officially opened by **Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD, Rector of WSB University.** In her address, she emphasized the importance of the community that has built and shaped the University over the past three decades:

“Ladies and Gentlemen, this is an incredibly moving moment - to meet with the entire WSB University community, with our guests, with all of you who have supported our work over these three decades. At the same time, it is a moment of great satisfaction as we look back on these thirty years. Today we can proudly say that these three decades have been a time of courageous decisions and powerful emotions - and now new challenges lie ahead. Ladies and Gentlemen, the inauguration of this celebratory 30th Anniversary Gala Concert of WSB University, in the magnificent NOSPR Concert Hall - where science meets art and melody meets emotion - is, for me, a very special moment.”





Watch the Premiere  
of WSB University Anthem



*Assoc. Prof. Marek Gzik, PhD, Secretary of State at the  
Ministry of Science and Higher Education*

The Rector also emphasized the very essence of WSB University - not only as an educational institution but also as a place that shapes attitudes and nurtures hope:

**“WSB University is an institution that teaches hope. Human life is woven from hope - where there is hope, there are possibilities, and we bring those possibilities to life at many levels of engagement.”**

### Three Decades of Growth and Achievement

The history of WSB University is a story of consistency, courage, and determination. It is the story of a place born from a dream - from humble beginnings to an institution that today stands as a synonym for quality, innovation, and social responsibility.

WSB University's achievements are confirmed by external institutions and recognized by both the academic and business communities. The university is ranked 2nd among all non-public universities in Poland and 1st - among all public and non-public universities - in the category of Internationalization (according to the Perspektywy ranking).

This dynamic growth has been acknowledged and appreciated by representatives of the national au-





*Performance of WSB University Anthem  
Lyrics: Jacek Cygan, Music: Piotr Rubik*





*Marek Wójcik  
Silesian Voivode*



*Rafał Adamczyk  
Member of the Board of the Silesian Voivodeship*

thorities. **Assoc. Prof. Marek Gzik, PhD, Secretary of State at the Ministry of Science and Higher Education**, noted:

"These 30 years are a beautiful story written by the university's staff and students. The institution began with economics and management programs and later expanded dynamically into other fields. The culmination of this thirty-year journey is the attainment of full academic rights - including the right to confer doctoral and post-doctoral degrees in seven disciplines - as well as international accreditations and a very strong position on the map of Polish science and higher education.

This achievement inspires admiration, respect, and recognition. I sincerely congratulate WSB University on all of this, but I also believe that these accomplishments - though built by the entire academic community - would not have reached such a high level without the exceptional leadership of someone whom I think many other universities envy: the outstanding manager, Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD, Rector of WSB University."

## A Strong Position in the Region and in Poland

For years, WSB University has played a key role not only in scientific development but also in the economic and social growth of the region.

As Silesian Voivode Marek Wójcik noted: "Over the years, I have watched WSB University grow from a higher education school fighting for its position into a very strong brand - an academy that is undoubtedly the leading non-public university not only in our voivodeship but also in Poland."

**Rafał Adamczyk, Member of the Board of the Silesian Voivodeship**, emphasized the University's importance in education: "You work for the development of young people in our region, enabling them to pursue their dreams, study in the programs of their choice, and benefit from the highly diversified offering of your University."



*Luiz Hanania, President of the Management Board  
and CEO of Veolia Group in Poland*



Meanwhile, **Marcin Krupa, Eng., PhD, Mayor of Katowice**, highlighted WSB University's contribution to the growth of the Metropolis:

"We are one great Metropolis of Upper Silesia and Zagłębie, the only one of its kind in Poland. We are strong thanks to the potential we have created here ourselves. WSB University is part of that exceptional potential - and it is recognized across Poland."

The special significance of the University for the entire community was emphasized by **Marcin Bazylak, Mayor of Dąbrowa Górnicza**:

"Thanks to WSB University, the city of Dąbrowa Górnicza - once a typical industrial town - has also become an academic city. Today, Dąbrowa Górnicza is recognized on the map of Poland, among other things, through the prism of our University."

During the Gala, the Mayor presented Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD, Rector of WSB University, with a symbolic distinction - the Golden Oak Leaf, the city's coat of arms - together with wishes for many future anniversaries and continued success.



*Marcin Krupa, Eng., PhD  
Mayor of Katowice*



*Marcin Bazylak  
Mayor of Dąbrowa Górnicza*



*Krzysztof Witkowski, Managing Partner  
of EY Academy of Business*











## Partnerships and Business Collaboration

WSB University continues to expand its network of partnerships with the social and economic environment. During the 30th Anniversary Gala, two of the University's strategic partners were honored: Luiz

Hanania, President of the Management Board and CEO of Veolia Group in Poland, and Krzysztof Witkowski, Managing Partner of EY Academy of Business. They were presented with Educator statuettes as a token of gratitude for their support of the University's mission to deliver practical education and prepare the leaders of tomorrow.



*Hosts: Joanna Urbańska, Dominik Penar, Edyta Nowak-Żółty, PhD*







# WSB University Leads Q-Helix European Universities Alliance - among only two in Poland



WSB University serves as the leader of an international alliance of 11 universities from 9 European countries. Together, the partners have developed the roadmap "Q-Helix – The Inclusive European University Guided by the Quintuple Helix Compass" within the European Commission's European Universities Initiative call.

The alliance is recognised by the European Commission and have been awarded "**Seal of Excellence**" - a distinction granted "for a high-quality project proposal in a highly competitive evaluation process."

The **Q-Helix Alliance** is also among 73 alliances forming the Community of Practices within the FO-REU4ALL - a new community of practice bringing together all European University Alliances to foster cooperation and share good practices.

## Q-Helix European University Alliance partners:

1. WSB University (Poland) – Leader
2. Reutlingen University of Applied Sciences (Germany)
3. University of Prešov (Slovakia)
4. International Business College Mitrovica (Kosovo)
5. Titu Maiorescu University (Romania)
6. EPHEC University College (Belgium)
7. European Humanities University (Lithuania)
8. Artois University (France)
9. Dnipro University of Technology (Ukraine) – Associated Partner
10. Kyiv National University of Technologies and Design (Ukraine) – Associated Partner
11. Instituto Superior Politécnico Gaya (Portugal)

The Q-Helix Alliance aims to build strong ecosystems of cooperation (international stakeholder networks from 9 countries involving agencies, enterprises, civil society, governmental bodies and academia) in the following thematic areas:

1. **Security** – a sustainable and multidimensional approach to migration and security, with particular attention to Belarusian political migrants (expertise from EHU in Lithuania) and residents of ethnically divided Mitrovica in Kosovo.
2. **Healthcare** – establishing interdisciplinary centres at each consortium partner institution, bringing together clinicians and researchers to cooperate (locally and internationally) on research and practical solutions for a holistic approach to health (physical and mental), from prevention through diagnosis, therapy, and rehabilitation.
3. **Environmental Conservation & Restoration** – linked with the concept of smart cities and other partner initiatives (e.g. Ocean Literacy), involving the detection of multiple parameters such as air quality, temperature, and pressure, and real-time communication with smart cities.
4. **Smart City** – optimisation of household device use based on time and real-time consumption monitoring (IoT sensors, load shedding, etc.), safety alerts, intelligent access control (connected security cameras, smart locks, alarm systems), smart homes for the elderly (automated assistance, voice support, medical alerts, remote health monitoring, wheelchairs).





The Q-Helix project establishes an integrated, long-term, joint educational strategy for these ten universities, including a European inter-university campus and flexible learning pathways. The Alliance fosters a diverse academic environment, supporting Europe's digital and green transitions and promoting resilience.

## Q-Helix in 2025

### International Q-Helix Alliance Meeting in Brussels

Professor Łukasz Sułkowski, supported by Paweł Urgacz and Ewelina Widerska from WSB University, Hicham Abghay from Reutlingen University, and Nathalie Hancisse from EPHEC, represented the Q-Helix Alliance at a European Commission meeting on the future of European Universities, held in Brussels on 26–27 February 2025. At the same time, WSB University co-organised a meeting of coordinators and representatives of all eight European University Alliances holding the Seal of Excellence to discuss potential collaboration pathways, recognition mechanisms, and ideas for sustainable development. The meeting took place at the Brussels office of the Spanish Region of Cantabria.

### Q-Helix at the Paris Conference

Security is one of the key thematic pillars of the Q-Helix Alliance. Therefore, Professor Paulina Polko and Ms Ewelina Widerska presented the Alliance's achievements and project proposals during pitching sessions at the Security Mission Information & Innovation Group (SMIG) Brokerage Event 2025 in Paris. The Q-Helix Alliance and WSB University have long cooperated with the National Contact Point for EU Research Programmes. During the Paris conference, a dedicated meeting was held with Mr Piotr Świerczyński and Ms Renata Rycerz.

### Third Forum of European University Alliances in Wrocław under the Polish Presidency of the Council of the European Union

Representatives of the Q-Helix Alliance - Professor Łukasz Sułkowski and Ms Ewelina Widerska from WSB University, Hicham Abghay from Reutlingen University, and Nathalie Hancisse and Caroline Lovens from EPHEC had the honour of participating in discussions on the Union of Skills initiative, shared challenges, and sustainable financing. The meeting provided an opportunity to exchange best practices in alliance sustainability with members of the Community of Practices - FOREU4ALL and other Seal of Excellence holders from the UP University, Athena Plus, and AcrossEU alliances.

### Q-Helix Board Meeting in Dąbrowa Górnicza

On October 1–2, 2026, the annual Board Meeting of the Q-Helix European University Alliance took place at the headquarters of the Alliance leader - Akademia WSB - WSB University in Dąbrowa Górnicza, Poland.

### Q-Helix with funding from European Universities Support Program powered by NAWA - Polish National Agency for Academic Exchange

Polish National Agency for Academic Exchange has selected 18 Alliances to be supported under European Universities Support Program. Thanks to that support, Q-Helix will organize for Q-Helix community (students, researchers, PhD candidates), among others: international conferences, international summer/winter schools, scientific publications, research mobilities, flexible learning pathways using COIL. We received 1 499 920 000 PLN.



# Awards and Distinctions

## WSB University Scientists Honored at the Presidential Palace – Professor Titles for WSB University Scholars

**Assoc. Prof. Jerzy Kochanowicz, PhD, Chair of the Scientific Discipline Council for Family Studies at WSB University**, was awarded the title of Professor of Social Sciences in the field of Pedagogy by the President of the Republic of Poland on October 18, 2024.

Professor Kochanowicz is the author of several dozen scientific publications, including nine monographs. He has completed international research fellowships at Canisius College (Buffalo, NY), Fordham University (New York), Bayerische Staatsbibliothek (Munich), and the University of St Andrews (Scotland). He has lectured at universities abroad - including in Austria, Italy, and Germany - and is a member of several scholarly associations, such as the International Standing Conference for the History of Education and the UK's History of Education Society.



**Assoc. Prof. Robert Socha, PhD, Director of the Center for Health Security Research and Editor-in-Chief of WSB University's scientific journal Security Forum**, received the title of Professor of Social Sciences in the field of Security Studies from the President of Poland, Andrzej Duda, on October 21, 2024.

Professor Socha is the author of more than 180 scientific publications, published in Poland as well as in the USA, UK, Spain, Germany, the Czech Republic, Bulgaria, Hungary, Serbia, Ukraine, Latvia, Georgia, and Tur-

key. His scientific activity also includes participation in research fellowships at national and international institutions, including the University of Applied Sciences in Velika Gorica (Croatia) under the Erasmus program, the Technical University of Ostrava, and Lviv State University of Life Safety.



**Assoc. Prof. Monika Bąk-Sosnowska, PhD**, distinguished health psychologist and Director of the Center for Psychosomatics and Health Prevention at WSB University, was awarded the title of Professor of Medical and Health Sciences in the field of Health Sciences by the President of the Republic of Poland, Andrzej Duda, on July 30, 2025.



This distinction crowns years of research, teaching, and expert work - carried out with passion and dedication, including within the walls of our University.

The Professor not only leads an interdisciplinary team at the Collegium Medicum – Faculty of Medicine at





WSB University but also inspires students and the entire academic community to boldly integrate health sciences with psychology and social responsibility.

Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD, Rector of WSB University, has been awarded the honorary title of Doctor Honoris Causa by European University.

## Honorary Doctorate for the Rector of WSB University

**Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD, Rector of WSB University**, has been awarded the honorary title of Doctor Honoris Causa by European University in Kyiv.

This distinction recognizes Prof. Dacko-Pikiewicz's outstanding achievements in the fields of science and education, as well as her unwavering commitment to building bridges of international cooperation.



European University in Kyiv is one of the oldest universities in Ukraine. Its leadership highlighted Prof. Dacko-Pikiewicz's long-standing contribution to the development of higher education and her active support for academic collaboration between Poland and Ukraine.

In a congratulatory letter, deep admiration was expressed for her professionalism, dedication, and inspiring leadership as Rector of WSB University. It was also emphasized that the cooperation between the two universities serves as an example of building

bridges of peace and understanding through education and science - something of particular importance today.

## Minister's Scholarship for Prof. Tomasz Gąsior - Researcher at Collegium Medicum, WSB University

**Medicum - Faculty of Medicine, WSB University, has been named one of the elite recipients of the Minister of Science and Higher Education Scholarship for Outstanding Young Scientists.**

Out of nearly 2,000 applications, only 228 individuals were selected, including just nine from the field of medical sciences. This recognition affirms his remarkable scientific achievements and his significant contribution to the development of medicine and the education of future doctors in WSB University's medical program.

Prof. Gąsior has also qualified for the prestigious Walczak NAWA Program, earning an exceptional 97 out of 100 possible points. As part of this program, he will conduct research in collaboration with the University of Cambridge - one of the world's leading research centers. His project, carried out at the Centre for Health Leadership & Enterprise, focuses on optimizing non-commercial clinical trials through the use of artificial intelligence and advanced data analysis.

According to NAWA experts, Prof. Gąsior is an exceptional physician-scientist whose work has been published in prestigious journals such as The New England Journal of Medicine, Circulation, and JACC. He is cited in current European Society of Cardiology (ESC) guidelines, has experience leading Phase III clinical trials, and plays an active role in international clinical research projects.



## Marcin Miszczyk, PhD in Medical Sciences, Appointed Member of the Prostate Cancer Working Group at the EAU

**Marcin Miszczyk, PhD in Medical Sciences, representing the Collegium Medicum – Faculty of Medicine at WSB University**, has been appointed as an associate member of the Prostate Cancer Working Group within the Young Urologists Office (YAU) of the European Association of Urology (EAU).

This nomination represents a significant recognition of Dr. Miszczyk's expertise and commitment to prostate cancer research, as well as an exceptional opportunity for international collaboration with leading urology experts.



**Dr. Miszczyk was also honored by the jury of the prestigious Golden Scalpel competition** for his study "Radiosurgical Ablation of the Celiac Plexus as Pain Treatment in Patients with Advanced Cancer."

The Golden Scalpel competition, organized by Puls Medycyny, aims to promote pro-innovation initiatives and support positive changes in Polish healthcare that improve the quality of medical care. Its organizers highlight solutions that enable patients to benefit from cutting-edge diagnostic and therapeutic methods.

## WSB University Researchers Among the Top 2% of Scientists Worldwide – World's Top 2% Scientists 2023 Ranking

Stanford University, in collaboration with Elsevier and SciTech Strategies, has released the latest edition of its list of the world's most influential researchers - the World's Top 2% Scientists 2023.



ELSEVIER

**The Top 2% list highlights scholars whose publications are among the most frequently cited by other researchers worldwide.** The ranking evaluates the scientific achievements of researchers from all disciplines using a comprehensive bibliometric index that considers criteria such as the Hirsch index (h-index), number of citations, journal impact factor, and authorship position and contribution.

In 2023, several WSB University scholars were honored with inclusion among the 2% most cited scientists in the world: Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD – Rector of WSB University, Assoc. Prof. Aleksy Kwilinski, PhD, Assoc. Prof. Katarzyna Szczepańska-Woszczyna, PhD – WSB University Rector for Science and Education at WSB University Assoc. Prof. Oleksii Lyulyov, PhD, Assoc. Prof. Tetyana Pimonenko, PhD. Additionally, in the career-long ranking evaluating overall scientific output, the following WSB University scholar was recognized Assoc. Prof. Jozsef Popp, PhD.

## Teacher of the Year – CEEMAN Champion Awards 2025

**Paweł Urgacz, Deputy Dean for Internationalization and Director of the Office for International Cooperation at WSB University, has been honored with the prestigious title of CEEMAN Teacher of the Year 2025.**

The CEEMAN Champion Awards are internationally recognized distinctions presented since 2010 by CEE-





MAN - an association that brings together business schools from around the world. Last year's winners included: Assoc. Prof. Katarzyna Szczepańska-Woszczyna, PhD – CEEMAN Leader of the Year 2024 Prof. Łukasz Sułkowski, PhD – CEEMAN Researcher of the Year 2024.

## Crystal Award of the President of the Regional Chamber of Industry and Commerce in Gliwice for the Rector of WSB University

The award ceremony took place on September 6, 2025, during the 31st Grand Gala of the Regional Chamber of Industry and Commerce, held in conjunction with the celebration of the Chamber's 35th anniversary.



The "Crystal of the President of the Chamber" is one of the most prestigious distinctions presented during the gala. It is awarded to individuals who have made

an outstanding contribution to the development of science, business, and the social life of the region. The award presented to Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD, Rector of WSB University, is a recognition of her consistent efforts to build bridges between academia and the economy, as well as her courage in embracing new challenges. Under her leadership, WSB University has developed into a modern institution - open to international collaboration and strongly connected to economic practice. Thanks to the Rector's vision, the University has earned a reputation as a trusted partner for business and local government, becoming a place where knowledge and practice come together to create shared value.

## WSB University Researcher Recognized at a Prestigious Conference in London

An article by **Klaudia Bracio-Golec, PhD, Assistant Professor at the Department of Management, WSB University**, was honored at one of the most important management science conferences in the world - the British Academy of Management (BAM 2025).



Together with Oskar Kosch, PhD, Dr. Bracio-Golec presented the paper "Sex Differences in Stakeholder Engagement: Managerial Perceptions and Interorganizational Relationships in Poland's ICT Sector," which won the prestigious Best Full Paper Award in the Inter-Organisational Collaboration (IOC) track.

The award, granted by the conference chairs - Prof. Surender Munjal, Dr. Swetketu Patnaik, and Dr. Claudio de Mattos - confirms the international recognition and significance of the research conducted at WSB University.

## Prof. Marcin Lis Appointed to Ministerial Advisory Team

Assoc. Prof. Marcin Lis, PhD, WSB University Rector for Student Affairs and External Relations at WSB Uni-

versity, has joined the group of experts appointed to the advisory team for the programs "Science for Society," "Science for Society II," and "Student Research Circles Creating Innovation." Prof. Lis has also been appointed by Minister of Education Barbara Nowacka to the Interregional Coordination Team for the Implementation of the Integrated Skills Strategy 2030. The team is responsible, among other tasks, for consulting on solutions related to the implementation of life-long learning policies.

## Prof. Krzysztof Zamasz Appointed Honorary Consul of Romania

**Assoc. Prof. Krzysztof Zamasz, PhD, Director of the Institute for Energy Transformation at WSB University**, has officially taken office as the Honorary Consul of Romania in Poland. There are currently 23 consulates operating in the Silesian Voivodeship, including 15 in Katowice.



## Rector of WSB University Among the 100 Most Influential Women in the Region



**Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD, Rector of WSB University**, has been included on the list of the 100 Most Influential Women, compiled by the editorial board of Dziennik Zachodni. The editorial team selected women from the Silesian Voivodeship who have achieved success in various fields. The publication of the list aims to highlight the extent of women's engagement in the social, political, and cultural life of the region - and the significant impact they have on shaping the present and future of Silesia.

## WSB University Scholars in Key KRASP Commissions

**Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD, Rector of WSB University**, has been appointed a member of both the Commission for IT Infrastructure and the Commission for Academic Sports of the Conference of Rectors of Academic Schools in Poland (KRASP). **Assoc. Prof. Iwona Klonowska, PhD**, faculty member at the Department of Pedagogy, WSB University, has become a member of the KRASP Commission for Accreditation and Rankings as well as the Commission for Academic Sports.

**KRASP** Konferencja Rektorów Akademickich Szkół Polskich

KRASP is a prestigious organization that brings together rectors of Polish academic universities. Its mission is to support the development of higher education, science, and innovation in Poland. The KRASP commissions play a key role in shaping national educational and scientific policy.

## Assoc. Prof. Anna Wilk, PhD Appointed to the Disciplinary Committee of the Main Council of Science and Higher Education

**The Main Council of Science and Higher Education** adopted a resolution during its plenary session to elect members of the Disciplinary Committee for the 2025–2028 term.

Among the selected experts is Assoc. Prof. Anna Wilk, PhD, a distinguished specialist in civil and family law and the author of numerous scientific publications.





Prof. Wilk's appointment is a recognition of her high qualifications, comprehensive knowledge, and dedication to the development of science and education. Her presence on the Committee ensures professionalism and reliability in resolving complex disciplinary cases.

By decision of the Minister of National Education, Prof. Wilk has also been entered into the list of textbook reviewers for general education. This prestigious distinction acknowledges her extensive scientific achievements and expert contributions to the development of education and the social sciences. The role of a textbook reviewer is crucial in evaluating and approving textbooks for school use and requires not only broad subject-matter expertise but also experience in its practical application in education.

## WSB University Expert Appointed to the Advisory Team of the Voivode of Małopolska

Once again, WSB University has confirmed its strong standing in the field of public security. **Assoc. Prof. Marek Walancik, PhD, Chair of the Scientific Discipline Council for Pedagogy**, Head of the Department of Pedagogy, and Director of the Center for Uniformed Services Research and Education at WSB University, has been appointed to the Advisory Team of the Voivode of Małopolska for Civil Protection and Civil Defense.

The official appointment ceremony took place at the Małopolska Provincial Office in Kraków.

The team, chaired by **Krzysztof Jan Klęczar, Eng., PhD**, Voivode of Małopolska, supports the implementation of the new Act on Civil Protection and Civil Defense, which aims to build a society resilient to both military and non-military threats.



Its members include representatives of local governments, uniformed services, the academic community, and state administration.

## WSB University Professors Among the Laureates of Competitions Organized by the Polish Society for Security Sciences and the Polish Society of Criminology

WSB University professors have been recognized as laureates of the first edition of the competition for the best monograph and scientific article in the field of security sciences (published between 2020–2024), organized by the **Polish Society for Security Sciences**.

The monograph by **Assoc. Prof. Tomasz Safjański, PhD**, titled "The So-Called Interpol: A Study of the Conditions for Effective Combating of Cross-Border Crime and Terrorism within the Framework of Global Police Cooperation," won second place.

The monograph by **Assoc. Prof. Jarosław Struniawski, PhD**, titled "Staff Work in the Police," received an honorable mention.

In addition, in the 25th edition of the competition organized by the **Polish Society of Criminology** for the Professor Tadeusz Hanausek Award for the Criminology Work of the Year, Prof. Safjański - Deputy Director of the Center for Cross-Border Security Research at WSB University - was recognized for two of his monographs: "The So-Called Interpol: A Study of the Conditions for Effective Combating of Cross-Border Crime and Terrorism within the Framework of Global Police Cooperation" "Intelligence and Analytics in Business: Legal and Practical Aspects of Business Intelligence Analysis".



## Recognition from the Mayor of Dąbrowa Górnicza

In celebration of the 108th anniversary of the city of Dąbrowa Górnicza, **Joanna Urbańska**, Director of the Rector's Office at WSB University, received a special distinction from **Marcin Bazylak**, Mayor of Dąbrowa Górnicza.

The award was granted in recognition of her professionalism and empathy in representing WSB University and for fostering fruitful cooperation with institutions supporting the University.

During the ceremony, a special honor - the title of Superdąbrowianin of the Year 2024 - was awarded to Władysław Nowak, CEO of Nowak-Mosty Sp. z o.o.



## WSB University is one of the three most popular universities in Poland according to data from the Ministry of Science and Higher Education

WSB University has once again been ranked among the most popular universities in Poland, according to information published by the Ministry of Science and Higher Education on the results of recruitment for the 2024/2025 academic year.



Ministry of Science and Higher Education  
Republic of Poland

The published data covering first-cycle and second-cycle studies as well as uniform master's studies confirm that the University's commitment to the quality of education, modern programs, and lasting partnerships with business and international universities attract crowds of ambitious, passionate students.

## WSB University Among the Top 200 European and 12 Polish Universities for Education and Research on Sustainable Development in the Latest UI GreenMetric World University Ranking 2024

In the latest UI GreenMetric World University Ranking, WSB University has once again been recognized among the world's leading universities for its commitment to sustainable development.

The University's dedication and initiatives in sustainability education and research were particularly highly rated, placing WSB University among the top 200 universities in Europe (out of approximately 5,000 higher education institutions on the continent) and among the top 12 in Poland.

WSB University places special emphasis on preparing future leaders by integrating sustainable development and responsible management principles across its entire educational process. It is one of the few universities in Poland to have signed both the International Declaration on University Social Responsibility and the Principles for Responsible Management Education (PRME), reaffirming its commitment to educating students in the spirit of social responsibility and environmental awareness.

As part of its innovative programs, WSB University offers degree tracks that include green project management, enabling graduates to earn the internationally recognized Green Project Management (GPM) certification. Through its partnership with GPM EMEA, students gain practical experience by participating in internships as well as research and development projects.

In addition, the University's educational offer covers a wide range of topics - from CSR (Corporate Social Responsibility), energy management, and the circular economy, to sustainable transport and smart cities.

The UI GreenMetric World University Ranking is one of the most influential global rankings, aimed at evaluating and comparing universities worldwide in terms of their commitment to sustainable development.







## WSB University Recognized at the Jubilee LUMEN Conference

WSB University was recognized in the prestigious Times Higher Education ranking during the jubilee 10th LUMEN Conference in Serock. During the two-day event, **Assoc. Prof. Katarzyna Szczepańska-Woszczyna, PhD**, WSB University Rector for Science and Education, and **Sabina Ratajczak, PhD**, WSB University Rector for Development at WSB University, participated in high-level panel discussions.



Prof. Szczepańska-Woszczyna took part in the panel “Best Practices in the Digital Transformation of Science, Teaching, and Administration: Case Study Analysis from the Polish Higher Education Market,” while Dr. Ratajczak contributed to the panel “Don’t Drop Out! Solutions Supporting Effective Recruitment, Retention, and Graduation of Students in Higher Education Institutions.” The 10th jubilee edition of the LUMEN Conference provided an opportunity to summarize the impact of the LUMEN project on the development of higher education in Poland, particularly in the areas of digital transformation and changes in university management culture.

## WSB University receives prestigious ACCA award

WSB University was among five universities recognized for their outstanding achievements in offering ACCA postgraduate studies. The award was received by Prof. Marcin Lis, WSB University Rector for Student Affairs and External Relations at WSB University, during a gala celebrating the university's 120th anniversary and 20 years of presence in Poland.

We celebrated this success together with distinguished guests, including **Melanie Proffitt, Deputy President of ACCA**; **Nicholas Rytel, Assurance Managing Partner at EY Poland**; **Krzysztof Witkowski, Partner at EY Academy of Business**; **Bartłomiej Dębek, Senior Manager at EY Academy of Business**; and **Michał Błęszyński from EY Academy of Business**.

ACCA is a prestigious professional qualification endorsed by the British Association of Chartered Certified Accountants. The aim of the program implemented at WSB University in partnership with EY is to equip participants with the skills necessary for professionals in modern organization management.



## WSBU receives an award in the 8th edition of the UTK Safety Culture Competition

During this year's Safety Culture Conference, the results of the 8th edition of the Safety Culture Competition were announced. WSB University was among the distinguished group of winners, triumphing in the thesis category. The competition jury recognized the thesis by Paulina Słupik, “Analysis of the level of safety culture among traffic controllers at the Railway Lines Plant in Krakow,” written under the supervision of Prof. Marek Sitarz, PhD. The works submitted

in this category were evaluated in terms of, among other things, the attractiveness of the subject matter, the possibility of practical application, novelty, and innovation. The award was presented by the President of the Railway Transport Office, Dr. Ignacy Góra, and received by the Head of the Department of Transport and Information Technology at the WSB University, Dr. Katarzyna Chruzik, Prof. AWSB..



The winners of the Safety Culture Competition are entities that promote safety, are the most innovative, and implement activities and projects that promote the principles of safety culture.

## WSB University Added to the Golden Book of Żywiec

WSB University has been honored with an entry in the **Golden Book of the City of Żywiec**, joining the ranks of institutions and individuals who have made significant contributions to the region.

The ceremonial entries traditionally take place during the Żywiec Days as part of a session of the City Council.

This year's session was chaired by **Antoni Szlagor**, Mayor of Żywiec, who once again led the ceremony and performed the symbolic entry into the book.

The Golden Book includes individuals and institutions distinguished for promoting, developing, and defending the good name of the city of Żywiec. Each entry is made only once and represents the highest local honorary distinction.



*Antoni Szlagor, Mayor of Żywiec*

For many years, WSB University has closely cooperated with local government and operates a branch campus in Żywiec. In recent months, the University organized, among other initiatives, a training program titled "Cooperation, Support, and Joint Action in Civil Protection and Civil Defense" for officials, security services, and local government representatives. This event was part of a series of training programs organized by WSB University concerning the amendment to the Civil Protection Act.

## WSB University Student in Cieszyn Wins Prestigious Website Design Competition

**Anna Kocaj, a student at WSB University** branch campus in Cieszyn, won first place in the competition "Clarity and Convenience Online - Website Design Contest for Ratusz24."

The event targeted young talents - high school students and university students - with a focus on those studying computer graphics, graphic design, and other visual arts disciplines.

Anna's design impressed the jury with its intuitive navigation, professional aesthetic, functionality, and accessibility. The web interface she created for the Ratusz24 application stands out with a modern de-



sign that makes it easier for users to access key city services and information.



## WSB University Student Wins Silver in National IT Challenge

**Wiktoria Ostrowska**, a Computer Science student at WSB University, won second place in the prestigious Huawei Tech Arena Poland Hackathon - a competition that serves as a gateway to major professional opportunities.



Huawei launched the Tech Arena program eight years ago with the goal of engaging students worldwide in solving real challenges faced by modern industry.

Through initiatives like this hackathon, young people have the chance to demonstrate innovation and make a tangible impact on the future of cutting-edge technologies.

The program focuses on topics such as artificial intelligence, optical networks, and algorithms for wireless communication. Huawei is one of WSB University's partners, ensuring that our students can participate in the company's prestigious initiatives.

## Project Management Education 2024 Seminar and Awards for WSB University

Students from the ProjectGO Scientific Circle, together with **Anna Śmiglewicz, Eng., PhD**, IPMA Student Coordinator, participated in the latest edition of the Project Management Education 2024 Seminar in Warsaw.

The seminar aims to showcase diverse methods and forms of teaching project management at the academic level, provide opportunities to exchange experiences, and foster networking among participants.

During the event, the results of the 19th edition of the **Project Master 2024** competition for the best thesis in project management were announced.

An undergraduate thesis titled "Risk Management in a Project" by Wojciech Skowron, a student of WSB University, received a distinction. He personally received congratulations from Prof. Michał Trocki, Chair of the Competition Jury, and Radosław Czapczyk, Director of the Project Management Office at Bank Gospodarstwa Krajowego.

Project Master is a nationwide competition for the best bachelor's, engineering, master's, doctoral, and postgraduate theses in project management, organized by IPMA Poland and the Faculty of Economics, Finance and Management at the University of Szczecin.



# Global Quality – WSB University as a Leader in Internationalization

Internationalization is one of the cornerstones of WSB University's development strategy, consistently strengthening its position among the most globally oriented universities in Poland. The University cooperates with partner institutions from around the world and its academic community today includes students representing more than 80 countries.

The process of internationalization at WSB University goes far beyond mobility and exchange programs. The University leads numerous international initiatives funded by programs such as Erasmus+, Horizon Europe, Interreg, and the European Solidarity Corps. Selected projects include: **ENTER-CBL and Game4Change** – developing innovative teaching methods, **VR4Skills** – implementing immersive technologies in education, **SHORE** (Horizon Europe) and **HEIsCITI** – promoting sustainable development.

WSB University is also among the most prestigious European institutions of higher education, serving as the leader of the **Q-Helix – The Inclusive European University** alliance. This consortium unites 11 universities from 10 European countries and has been awarded the European Commission's Seal of Excellence, a distinction reserved exclusively for the highest-rated projects.

Q-Helix is based on the Quintuple Helix model, which brings together science, business, public administration, civil society, and the natural environment to create a unique ecosystem of collaboration. The project aims to build a shared, long-term educational and research strategy and a European inter-university campus. It focuses on three strategic areas: Security and Migration, Health and Well-being, Environment and Ecological Transformation. This makes WSB University not just a participant but a leader of the transformation of European higher education. At the same time, the University continues to gain recognition for its research activities. WSB University scholars have been included in the prestigious World's Top 2% Scientists 2023 Ranking, compiled by Stanford University, Elsevier, and SciTech Strategies, which identifies the world's most influential researchers.

These distinctions confirm both the high quality and the global impact of the research conducted at WSB University. The excellence of WSB University's teaching and research is further validated by international accreditations and certifications, including **CEEMAN IQA, BSIS, and KAUT** – the latter awarded to WSB University as the first non-public institution in Poland. Together, these achievements demonstrate the University's ability to effectively combine internationalization, research, and project-based collaboration with the social and economic environment. Through its coherent vision, global partnerships, innovative teaching methods, internationally recognized research, and ambitious international projects, **WSB University continues to strengthen its position as a leader in internationalization - proving that global quality is not merely a strategic objective but a defining feature of the University's identity on the international stage.**

## Gettin' in Crush with WSBU

Can you fall in love with a university? Absolutely - and WSB University has been proving for years that studying here is about so much more than just gaining knowledge. It's about an atmosphere of openness, diversity and energy that makes students from all over the world feel right at home. It was from this spirit that the project "Gettin' in Crush with WSBU" was born, implemented within the **Welcome to Poland (Polish National Agency for Academic Exchange)** program. This initiative takes a creative and unconventional approach to combining academic promotion with building an emotional connection with international students.

Through the language of young people, dynamic social media campaigns, and engaging integration events, we show that WSB University is a place where you can pursue passions, gain new skills, and - just as importantly - truly enjoy the experience of studying. Today, it is safe to say that the slogan "Gettin' in Crush with WSBU" perfectly reflects what this University really is. WSB University is a space that's easy to fall for - because it offers opportunities for growth, inspires,



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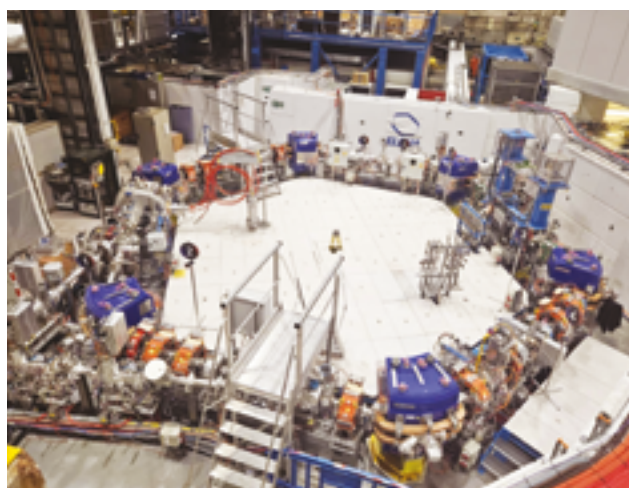


and transforms the university experience into something far more meaningful than just education.

## WSB University on the Trail of the Higgs Boson - and Modern Teaching Methods: Faculty Members at CERN

WSB University at the heart of European science - this is how one could describe the recent visit of WSB University representatives to the European Organization for Nuclear Research (CERN) in Geneva.

From May 26–28, 2025, a group of ten faculty members participating in the Teaching Excellence – WSB University Faculty Development Program had the opportunity to cross the threshold of CERN - the site of groundbreaking particle physics discoveries and a hub for innovative approaches to education. The program was packed with meetings, workshops, and



inspiring discussions. Participants learned not only about the history and daily reality of research at one of the world's most prestigious scientific institutions but also experienced first-hand the teaching methodologies developed at **CERN's IdeaSquare**.

There, classes are conducted using an integrated approach combining problem-based learning, challenge-based learning, and design thinking.

In practice, this meant an intensive series of activities: teamwork, idea generation, prototyping, and presenting results - all designed to cultivate **critical thinking, creativity, and intellectual courage**.

As participants emphasized, the visit to Geneva was more than a study trip - it was an **eye-opening experience** that demonstrated how interdisciplinary approaches can shape the future of education. The inspiration gained is likely to translate into tangible changes at WSB University, from the implementation of modern teaching methods to a stronger emphasis on future skills: innovation, teamwork and the ability to address global challenges.

CERN, known worldwide primarily for the discovery of the Higgs boson and for operating the world's largest particle accelerator, is today also an educational and collaborative hub. It brings together scientists, engineers, and educators from around the world, showing that **science can be a meeting place for disciplines, cultures, and experiences**.

The visit of WSB University faculty to such an extraordinary place is proof of the University's **commitment to internationalization** and its openness to global trends in education.

## Training the Leaders of Innovative Education – SPARK-COIL Champions Training at WSB University

From **July 28 to August 1, 2025**, WSB University hosted the **SPARK-COIL Champions Training** - an intensive program designed to prepare faculty to deliver innovative, intercultural courses in the **Collaborative Online International Learning (COIL)** format.

Over several days, participants engaged in sessions covering: **Project and Process Management, Assessment, Evaluation, and QA, Intercultural Competence, Pedagogical Design and International Alignment, Digital Literacy and Third-Party Tools, Partnership Development and Networking, Ethics, Inclusion, and Sustainability, Student Support and Engagement**.

The program combined expert lectures, interactive workshops, and project-based activities, allowing



participants to test new teaching methods in practice. Although the training took place in Dąbrowa Górnicza, its impact is global. WSB University is one of the key partners of the international SPARK-COIL project, officially launched earlier this year in the Philippines during a conference at Ateneo de Manila University.

This initiative brings together European universities - including WSB University and the University of Alicante - as well as leading Philippine institutions such as Ateneo de Manila University, Ateneo de Davao, Ateneo de Naga, Ateneo de Zamboanga, and Xavier University. Implemented under the Erasmus+ program, the project aims to develop innovative teaching methods, strengthen academic resilience, and foster international knowledge exchange. The visit of WSB University representatives to the Philippines provided essential context for the activities later carried out in Dąbrowa Górnicza. It was there that global ideas were translated into practical actions tailored to the needs of local faculty and future students. Participants not only learned about new pedagogical methods but also explored how to implement them in ways that actively engage students, encourage cross-border collaboration, and address real-world challenges.

Importantly, the results of the training will not remain theoretical - starting with the 2025/2026 academic year, COIL-format courses will be introduced in programs such as Master in Management, including the International Business and Project Management specializations.



SPARK-COIL



Co-funded by  
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This means WSB University students will have the opportunity to participate in joint projects with students and faculty from partner universities across Europe



and Asia. The SPARK-COIL Champions Training at WSB University was not just an educational event - it was a clear signal that the University continues to invest in faculty development and implements solutions that students will soon experience first-hand.

It marks a **decisive step toward modern, international education** - one in which geographical boundaries are no longer obstacles, and the classroom becomes a space for global dialogue.

## WSB University at EAIE 2024 in Toulouse

From September 17–20, 2024, WSB University proudly participated in the annual **European Association for International Education (EAIE) Conference and Exhibition, held in Toulouse, France** - one of the most important global events bringing together leaders and experts in higher education. WSB University was represented at this prestigious forum by Gabriela Węglarz, Academic Mobility Coordinator, and Denis Spahija, Deputy Director of the Office for International Cooperation.



Participation in EAIE 2024 was not only an excellent opportunity to strengthen existing partnerships but also a chance to open new and exciting perspectives for the future of WSB University's international collaboration.

Numerous inspiring meetings with long-standing partners reinforced ongoing projects and created space for new opportunities in mobility and cooperation. At the same time, connections established with institutions from around the world are already leading to innovative projects, new academic exchanges, and mobility initiatives that will directly benefit both students and staff of WSB University.

Through initiatives like this, WSB University continues to expand its **global reach**, building bridges that connect our academic community with the world.

Our presence at EAIE 2024 once again underscored our role as a **modern, dynamic, and internationally engaged university**, consistently offering our community the best opportunities on the global stage.

## Study Visit of WSB University Faculty at Nottingham Trent University

From November 4–8, 2024, academic staff from WSB University participated in a **study visit at Nottingham Business School, Nottingham Trent University**.

The visit focused on the **exchange of experiences in education for sustainable development**. Nottingham Trent University is recognized as one of the global leaders in this area - in the 2023 UI GreenMetric World University Ranking, the university was ranked 2nd in the world among 1,183 institutions from 84 countries.

UI GreenMetric is one of the most influential global rankings assessing higher education institutions' commitment to sustainable development and environmentally responsible practices.

The study visit provided an opportunity to gain insight into the British university's approach to sustainability education and to explore best practices in curriculum design and teaching methodologies.

Nottingham Trent University also showcased solutions supporting the development of "green" competencies among both students and faculty, as well as examples of effective collaboration with internal and external stakeholders in the field of sustainability.

The visit was carried out as part of the project "Teaching Excellence – WSB University Faculty Development Program," implemented under the **European Funds for Social Development 2021–2027**.

## Study Visit of WSB University Faculty at POLIMI Graduate School of Management



The education sector is evolving rapidly with the growing use of modern technologies, including artificial intelligence. Yet tools - even AI-powered ones - are not enough on their own. The real key lies in how we use them: through effective teaching methodologies, well-prepared educators, and a deep understanding of learners' needs.

Faculty members of WSB University, participating in the "Teaching Excellence – WSB University Faculty Development Program," had the opportunity to explore this first-hand during a study visit from November 25–27, 2024, at the POLIMI Graduate School of Management, Politecnico di Milano. POLIMI GSoM is recognized as one of the leading business schools in Europe - ranked 2nd among technical universities and 37th overall in the prestigious Financial Times European Business School Rankings 2024.



**POLITECNICO  
MILANO 1863**

During the visit, WSB University's teaching leaders explored how to design meaningful learning experiences using technology, with a particular emphasis on the potential of artificial intelligence. **Participants explored best practices in: Educational process design, Infrastructure solutions for hybrid learning, Developing digital competencies for faculty, Building sustainable campus spaces.**



The visit was carried out under the “Teaching Excellence – WSB University Faculty Development Program,” implemented as part of the European Funds for Social Development 2021–2027.

## Assoc. Prof. Paulina Polko, PhD, on Migration at the Borders of the European Union

Assoc. Prof. Paulina Polko, PhD, from WSB University, visited Daugavpils University (Latvia) as part of the Erasmus+ program. There, she delivered a lecture series titled “Migration as a Threat to the Border States of the EU,” in which she analyzed the issue of preventing illegal migration along the EU’s eastern border, with particular emphasis on the measures undertaken by the Republic of Poland. During her stay, she also conducted research on Latvia’s solutions, which included desk research, expert interviews, and a field visit to the Belarus–Latvia border. The outcome of this work is a forthcoming scholarly publication co-authored with Igors Trofimovs, PhD, focusing on the legal aspects of border protection in the context of a state-orchestrated migration crisis. Prof. Polko also held consultations with Prof. Anita Stasulane on the dynamics of migration in Latvia, migrant integration, and the risks posed by the emigration of young citizens.

## Assoc. Prof. Paulina Polko, PhD, at an International Conference on Migration and Religion

Assoc. Prof. Paulina Polko, PhD, Head of the Department of Security Sciences at WSB University, par-

ticipated in the closing conference of COST Action CA20107 – Connecting Theory and Practical Issues of Migration and Religious Diversity (COREnet) and in the international conference “Religion, Migration, and Conflicts in Polarized Societies,” both hosted by Vytautas Magnus University in Kaunas, Lithuania.

Prof. Polko delivered a lecture titled “Religion as a Factor Determining the Securitization of Migration: Case Study of Poland” and served as moderator of the panel “Politicizing Migration and Religion.” She also participated as a panelist in the discussion “Religious and Non-Religious Narratives on Migration,” which referenced a volume published by Brill, featuring two chapters co-authored by her: “How Can ‘Narrative Cafés’ Contribute to the Research on Religious and Non-Religious Narratives on Migration?” (Aybiçe Tosun, Paulina Polko, Djordje Stojanovic), “Changing Political Narratives on Immigration in Czechia, Latvia, Lithuania, and Poland: The Refugee Crises of 2015 and 2022” (Milda Ališauskienė, Evelina Juchnevičiūtė, Petr Krčál, Vladimír Naxera, Paulina Polko, Anita Stasulane)

Through her active participation in panels and co-authorship of these publications, Prof. Polko emphasized the importance of research on religious and non-religious narratives surrounding migration and their impact on politics and security in Central and Eastern Europe.



## A New Perspective on BMI and Treatment

Prof. Monika Bąk-Sosnowska, PhD, representing the Collegium Medicum – Faculty of Medicine at WSB University, presented the results of her research at the prestigious European Association for the Study of Obesity (EASO) 2025 Conference, held in Málaga from May 11–14, 2025.



Her poster, titled “The Complex Relationship Between Body Mass Index and Medication Adherence in Chronically Ill Patients,” examined the intricate connection between BMI and patients’ adherence to medical recommendations. The study’s findings reveal that although chronically ill patients with lower BMI tend to follow medical advice more frequently, it is **patients with obesity who demonstrate greater engagement in the overall treatment process**. These results challenge common negative stereotypes about individuals with obesity and may play a significant role in reducing the stigma faced by this patient group.

The EASO 2025 Conference brought together leading experts in medicine, psychology, and public health, providing a platform for sharing experiences, exploring the latest research trends, and fostering international collaboration.

Prof. Bąk-Sosnowska’s participation not only showcased WSB University’s research on the international stage but also strengthened the University’s standing in the field of studies on the health and psychological determinants of obesity.

## Representation of WSB University’s Collegium Medicum at the Prestigious EBCOG Congress

**Benjamin Oskar Grabarek, PhD (Med. & Health Sciences), Assoc. Prof. WSBU, and Prof. Dariusz Boroń, PhD (Med. & Health Sciences) represent-**

**ed WSB University at the 29th European Congress of Obstetrics and Gynaecology (EBCOG), held in Frankfurt am Main from June 5-7, 2025.**

Assoc. Prof. Grabarek delivered a presentation titled “Targeting PI3K/AKT/mTOR Pathway-Associated microRNAs as Potential Therapeutic Strategies in Breast Cancer Treatment.”

He emphasized the importance of **microRNAs regulating the PI3K/AKT/mTOR pathway**, noting that their modulation could offer a **less toxic and more effective therapeutic alternative**, aimed at halting the progression of aggressive tumors.

Prof. Boroń presented a paper titled “Pattern of Genes Related to EMT in Endometrioid Endometrial Cancer,” sharing research findings on genes associated with the epithelial-to-mesenchymal transition (EMT) process in endometrial cancer.

He highlighted that **EMT plays a key role in tumor invasiveness and metastatic potential**, and identifying the genes involved in this process could pave the way for **new biomarkers and personalized therapies**.



## On Cross-Border Cooperation and Family Support

Karolina Walancik, PhD, Assistant Professor at the Department of Law and Administration at WSB University, prepared a paper titled "Supporting Families – Assumptions of the Support System for Biological Families vs. Reality" (forthcoming), which she presented during the **28th International Scientific Conference Socialia 2024 in Dąbrowa Górnicza**.

The event was organized to mark the academic jubilees of Prof. Kazimiera Wódz and Prof. Jacek Wódz and was held under the honorary patronage of the Silesian Voivode and the Mayor of Dąbrowa Górnicza.

Dr. Walancik also serves as WSB University's coordinator for the Polish–Czech project "Akcent Komp – Strengthening Cross-Border Educational Cooperation" (2024–2027), implemented jointly with **Technická univerzita v Liberci** and **Pedagogické centrum pro polské národnostní školství (PC ČT)**.

The project focuses on building a network of teacher collaboration in the borderland region and facilitating the exchange of educational experiences.

**As part of the initiative, numerous meetings have been held, including: May 15–16, 2025 – Jankowice near Racibórz:** A meeting attended by dozens of teachers from the Czech Republic and Poland.

During this meeting, Dr. Walancik delivered a paper titled "On Partnership and Experiences in International Projects: Cross-Border Cooperation."

Together with Prof. Hynek Bohm (Technická univerzita v Liberci) and Rev. Michał Borda, PhD (WSB University), she also co-led a workshop titled "Experiences in Cross-Border Cooperation / Zkušenosti s přeshraniční spoluprací."

## Eng. Paweł Buchwald, PhD, in the Service of Safety

**Eng. Paweł Buchwald, PhD, Assistant Professor at the Department of Transport and IT at WSB University, participated in a training session in Klagenfurt am Wörthersee as part of the Erasmus+ 2023-2-PL01-KA220-VET-000180250 project.**

The event combined theory and practice, with its main goal being the collection of insights for the development of a VR application supporting education and preparing tourists for safe navigation in mountain environments, with particular attention to the needs of seniors and persons with disabilities.

During the practical part of the training, participants went on a field hike in the Bodental region, identifying accessibility barriers along the trails and analyzing safety conditions. The theoretical part covered issues such as trip planning, checklists for tour organizers, simulation exercises, and first aid training conducted by mountain rescuers from Carinthia.

The conclusions emphasized the importance of using plain language in educational materials, creating barrier-free trail guidelines, and developing digital tools to support tourists. The experience gained during the training will be applied to the development of realistic VR scenarios.

From April 8–10, 2025, Oščadnica hosted a training visit as part of the project "VR Technologies for Mountain Rescue Brigades to Assure Seniors and People with Disabilities Safety in Cross-Border Mountains," in which Dr. Buchwald also participated.

On the first day, seniors tested a prototype version of the VR application, which allowed them to safely "immerse" themselves in a simulated mountain environment and learn proper reactions to potential hazards. The following days featured practical training, including test drives of rescue vehicles, a demonstration by a rescue dog handler, and a presentation of a suit simulating the health limitations typical of elderly individuals.

## RESCUER Project – Study Visit in Čadca

Assoc. Prof. Ryszard Szynowski, PhD, and Eng. Paweł Buchwald, PhD, from WSB University, participated in a series of workshops held in Čadca from July 13–17, 2025, organized as part of the Erasmus+ 2023-2-PL01-KA220-VET-000180250 program and the RESCUER project.







During the meeting, participants presented and tested various VR modules, including a version specifically tailored for seniors. They assessed the application's functionality, providing feedback on the interface, content accessibility, and color scheme.



The following days were devoted to field activities, which included tests of electric vehicles, demonstrations of drone applications, and examples of practical solutions designed to support people with disabilities in mountain tourism.

The workshops concluded with a discussion and summary session. The findings confirmed that the VR application - enhanced with realistic simulations and new technologies such as drones and metaverse elements - is a key component of the RESCUER project, helping prepare diverse user groups for safe navigation in mountainous environments.

### Assoc. Prof. Iga Lehman, PhD, on Leadership Rhetoric at Prestigious Conferences

Assoc. Prof. Iga Lehman, PhD, from WSB University, participated in two major international academic events dedicated to management and communication. From May 8–10, 2025, she attended the **18th**

### GEM&L International Conference on Management & Language at the Vienna University of Economics and Business.

In her paper titled "Rhetorical Tactics in Constructing Textual Charisma," she explored how leadership charisma can be shaped through written discourse - challenging the traditional approach that focuses primarily on oral communication and the personality traits of leaders.

Another important contribution was her participation in the **85th Annual Meeting of the Academy of Management (AOM)**, the world's largest management conference, held from July 25–29, 2025, in Copenhagen.

There, Assoc. Prof. Lehman presented the results of an international research project examining rhetorical strategies in university leaders' inaugural speeches.

### Daria Jorg, PhD, at the World Meeting on Sexual Medicine

**Daria Jorg, PhD, Assistant Professor at the Collegium Medicum - Faculty of Medicine at WSB University, participated in the 25th World Meeting on Sexual Medicine, organized by the International Society for Sexual Medicine (ISSM).**

The conference took place from September 26–29, 2024, in Rio de Janeiro, Brazil, and brought together experts from around the globe.

During the event, Jorg, PhD, presented a paper titled "Day After Pill - Students' Knowledge and Opinion / Part 2."

The study's results continue a research project initiated in 2016, whose first phase was published in *Gynecol. Obstet. - Med. Project*.



## Prof. Katarzyna Szczepańska-Woszczyzna at the University of Nevada

The study visit of Prof. Katarzyna Szczepańska-Woszczyzna, WSB University Rector for Science and Education at WSB University, to the University of Nevada, Reno, was an opportunity to establish cooperation on joint PhD training projects, the implementation of the Executive MBA program, and collaborative research initiatives. The University of Nevada is renowned for its strong research activity, particularly in the areas of entrepreneurship, environmental research, information technology, and medical sciences. It conducts numerous projects that contribute significantly to the advancement of science and industry.

The visit also provided an opportunity to explore entrepreneurship support programs, start-up incubation initiatives, and the operations of the university's international programs center.



*Mehmet Serkan Tosun, Chief International Officer; Director of Ozmen Center for Entrepreneurship and International Business Programs, and Prof. Katarzyna Szczepańska-Woszczyzna*

## 7 Academic Rights to Confer Habilitation and Doctoral Degrees at WSB University

- Management and Quality Studies (PhD Seminar)
- Pedagogy
- Security Studies
- International Relations
- Safety Engineering
- Civil Engineering, Geodesy, and Transport
- Family Studies

## Future-Oriented Research and Innovative Projects at WSB University

### **Comprehensive Support for the Development of WSB University in Line with the Needs of the Green and Digital Economy**

- Funding Source: European Funds for Silesia 2021–2027, co-financed by the Just Transition Fund, Priority X: European Funds for Transition,

Measure 10.25: Development of Higher Education in Line with the Needs of the Green Economy

- Project Value: PLN 9,141,530.20
- Implementation Period: September 1, 2024 – June 29, 2026





The project will result in comprehensive support for the development of higher education at WSB University, particularly addressing the needs of the green economy.



European Funds



Co-Funded by the European Union



Republic of Poland



Silesian Voivodeship



European Funds



Co-funded by the European Union



Republic of Poland



Silesian Voivodeship

### EduLider – Supporting WSB University's Initiatives for Students, Pupils, and Businesses in Line with the Needs of the Green and Digital Economy

- Funding Source: European Funds for Silesia 2021–2027, co-financed by the Just Transition Fund, Priority X: European Funds for Transformation, Measure 10.25: Development of Higher Education in Line with the Needs of the Green Economy
- Project Value: PLN 5,145,206.00
- Implementation Period: February 1, 2024 – June 30, 2026

The project focuses on implementing research initiatives and transferring scientific knowledge from the University into practical, ready-to-use solutions for businesses in the Silesian region.

It includes equipping and expanding laboratories to enable more practical, effective, and innovative education, such as: High-fidelity medical simulators in the Medical Rescue Laboratory, Virtual laboratory for the PBL-gamification zone: software, computer equipment, and faculty training, Operational Task Simulation Laboratory for logistics, warehouse management, and traffic control, Cybersecurity Laboratory.

The project also includes developing the Academic Career Office at branch campuses, providing advisory and mentoring programs for students. Additionally, courses are organized for high school students to prepare them for the Matura exam and for entry into higher education.

### Development, Education, and Science Without Barriers – WSB University Accessible to All Stakeholders

- Funding Source: European Social Fund Plus
- Program: European Funds for Social Development 2021–2027
- Project Value: PLN 8,277,731.00
- Implementation Period: January 1, 2025 – December 31, 2028

The project aims to establish a sustainable, long-term support model for individuals with special needs at WSB University.

It covers eight key areas of accessibility, including information and communication, architectural, digital, and technological accessibility.

Organizational changes include transforming the Office for Persons with Disabilities into the Center for Students with Special Needs (COSP).

The project's goal is to ensure full accessibility of education for all stakeholders of the University - including students, staff, doctoral candidates, postgraduate students, and participants of the University of the Third Age and Children's/Youth University - both during and after the project's completion.



European Funds for Social Development



Co-funded by the European Union



Republic of Poland

## Research Project on Satellite Image Analysis Using Artificial Intelligence and IT Systems for Assessing Flood Protection Infrastructure

- Program: Metropolitan Science Support Fund
- Implementation Period: February 5, 2025 – December 31, 2025
- Project Supervisors: Eng. Paweł Buchwald, PhD; Eng. Dawid Jurczyński, MSc

This project is developing modern methods for monitoring flood protection infrastructure - such as levees, dams, and retention reservoirs - using satellite imagery, artificial intelligence (AI), and advanced IT systems.

The solution enables early detection of potential threats, such as excessive vegetation growth that may compromise infrastructure integrity. The tools under development form a prototype monitoring system that automatically analyzes satellite and sensor data, supporting flood risk management and enabling rapid response in emergency situations.

As a result, both people and property are better protected. The project's solutions can be applied locally and nationally, supporting decision-making and crisis management processes in flood scenarios.

This combination of innovative technology and practical application demonstrates how modern tools can significantly reduce the risk of natural disasters.



## Analysis of the Features and Patterns of the Most Popular Deepfakes and the Examination of Existing Deepfake Datasets

- Funding Source: Upper Silesian-Zagłębie Metropolis – Metropolitan Science Support Fund
- Project Duration: February 5, 2025 – December 31, 2025
- Project Supervisor: Karol Jędrasiak, Eng., PhD

Deepfakes are becoming increasingly realistic - and with that, the need for effective detection is growing. This project delves into the technology, analyzing 20 of the most popular deepfakes to identify their distinctive features and patterns. Researchers are examining them both qualitatively and quantitatively using a specially curated dataset, then comparing the results with major databases such as DFDC, FaceForensics+, Celeb-DF, and DeeperForensics-1.0 to determine which detection methods are most effective.

The project will result not only in a deeper understanding of how deepfakes function but also in practical guidelines for building more effective detection algorithms. The findings will be published in scientific journals, strengthening digital security and paving the way for further innovation in this field.



## Analysis of Physical Factors Affecting Nerve Structure Damage During Invasive Regional Anesthesia and Pain Treatment Procedures

- Funding Source: Metropolitan Science Support Fund
- Project Duration: February 5, 2025 – December 31, 2025
- Project Supervisor: Mateusz Wilk, PhD

This project investigates how the injection pressure of anesthetics and other medications affects tissues during peripheral nerve blocks and nerve plexus blocks. Excessive pressure can cause tissue damage, making it crucial to develop a precise measurement system to control drug administration across different anatomical regions.

Research is conducted under cadaveric conditions as part of a body donation program, enabling highly accurate analysis in realistic clinical settings.

The results will not only enhance the safety of medical procedures but will also be published in leading journals in the field of regional anesthesia and pain management, contributing significantly to the advancement of medical knowledge.



## Assessment of Digital Competencies of Teachers in the GZM Metropolis

- Funding Source: Metropolitan Science Support Fund
- Project Duration: February 1, 2025 – November 30, 2025
- Project Supervisor: Dorota Dębosz

This project focuses on assessing the digital competencies of secondary school teachers in GZM cities such as Bytom, Zabrze, Sosnowiec, and Świętochłowice - areas undergoing major socio-economic trans-



formation. The study covers both school principals and teachers, identifying not only their current level of digital skills but also the gaps requiring development.

The results will serve as a basis for recommendations and training programs aimed at preparing schools and students for active participation in the region's digital transformation.

Ultimately, teachers will gain practical tools and knowledge necessary for modern education, and schools will be better prepared to meet future challenges.



### Teaching Excellence – WSB University Faculty Development Program

- Program: European Funds for Social Development 2021–2027
- Implementation Period: January 1, 2024 – April 30, 2027
- Project Value: PLN 3,366,575.67

The goal of this project is to implement a comprehensive faculty support system aimed at enhancing the competencies and qualifications of WSB University's academic staff. The program focuses on refining the practical education model and developing students' skills in line with labor market demands and the challenges of green and digital transformation.

The project consists of two complementary tracks: **Mandatory Track:** Each participant completes at least one training module in every core competency area, including learning process design, measurement of learning outcomes in both in-person and online teaching, as well as green and digital competencies.

**Optional Track:** Tailored to participants' individual needs, offering opportunities to attend national and international conferences, study visits (including Nottingham Trent University, Politecnico di Milano, and CERN), innovative teaching methodology training, and open courses enhancing professional qualifications.

By integrating sustainable development goals into WSB University's teaching strategy, the project will optimize the student learning process. It also supports the development of modern, problem-solving-oriented teaching methods such as Problem-Based Learning, Design Thinking, and WebQuest.

A key feature of the program is its cascade learning model, which encourages knowledge sharing among participants and fosters a collaborative academic community. In the long term, the result will be an enhanced, complementary model of practical education supported by innovative teaching methods, sustainability-oriented curricula, and digital tools designed to improve learning efficiency.



### EduTrend – Modern Education for the Economy of the Future

- Program: European Funds for Social Development 2021–2027
- Implementation Period: September 1, 2024 – August 31, 2029
- Project Value: PLN 18,862,878.09

EduTrend aims to strengthen WSB University's practical education model and develop students' skills by aligning curricula with the needs of the modern economy and addressing the challenges of green and digital transformation.

The project targets two primary groups: Students who began their studies in the 2024/2025 academic year at the Faculty of Applied Sciences and Collegium Medicum in programs such as Medicine, Physiotherapy, Psychology, and bachelor's degrees in Nursing, Emergency Medical Services, and National Security. Academic teachers delivering courses within these programs.

Key initiatives include: Curriculum redesign across six study programs to better reflect labor market needs, Additional practical training opportunities for students, including courses, workshops, study visits, industry events, and practitioner-led classes, Drop-out prevention measures to reduce premature termination of studies. At the same time, the project invests in the professional development of academic teachers through trainings, workshops, conferences, and industry networking events.

EduTrend contributes to raising the overall quality of education at WSB University by strengthening links with the socio-economic environment, embedding

sustainability principles into teaching, and creating a modern practical education model that equips graduates with the competencies needed to thrive in a rapidly changing economy.



### EduConnect – Systemic Model for Reducing Student Drop-Out at WSB University

- Program: European Funds for Social Development 2021–2027
- Implementation Period: December 1, 2025 – January 31, 2029
- Project Value: PLN 2,496,886.10

EduConnect addresses one of the most pressing challenges of higher education - student retention. The project aims to create a sustainable, systemic model to minimize drop-out by identifying and mitigating risk factors at an early stage.

Key elements include: Expanding the monitoring and diagnosis system for drop-out risk, Implementing a Hy-Flex model combining on-campus, online, and hybrid teaching to provide students with greater flexibility and personalized learning pathways, Developing e-services and a dedicated mobile app to help students balance academic, professional, and personal commitments, Offering webinars, video materials, and podcasts to support informed decision-making when selecting a field of study.

EduConnect is a forward-thinking initiative that increases study accessibility, strengthens retention, and empowers students to consciously plan their educational paths. In the long term, it will improve teaching quality, enhance WSB University's competitiveness, and establish a coherent institutional framework for managing drop-out risk.



### Support for the “Q-Helix” European University Alliance

- Program: Support for European Universities – NAWA (Polish National Agency for Academic Exchange)
- Implementation Period: October 1, 2025 – May 31, 2027
- Project Value: PLN 1,499,920.00

This project strengthens the role of Q-Helix – The Inclusive European University, an alliance uniting 11 universities from 10 European countries. Its mission is to address strategic challenges in security, health, the environment, and smart cities through interdisciplinary collaboration.

The initiative focuses on:

- Establishing the International Center for Quality in Education and Research, which will develop joint quality standards and support the implementation of a European Joint Diploma
- Forming interdisciplinary research groups, conducting field research with stakeholders, and hosting four international conferences as well as summer and winter schools
- Publishing results in open-access scientific journals to share knowledge globally

The project will boost academic mobility for faculty, PhD candidates, and students, expanding opportunities for international collaboration and knowledge exchange.





# Learning without borders. International projects of WSB University

## VR Technologies for Mountain Rescue Brigades (RESCUER Project)



- Project Number: 2023-2-PL01-KA220-VET-000180250
- Funding Source: Erasmus+
- Project Value: EUR 250,000
- Implementation Period: March 1, 2024 – February 28, 2026



Imagine being a mountain rescuer facing an unpredictable situation - an elderly hiker with limited mobility is stranded on the trail, and every minute counts. The RESCUER Project allows rescue teams to train for such scenarios in immersive virtual reality.

Four realistic VR scenarios are being developed to simulate a range of challenges, including various mobility impairments and health conditions. By practicing in a safe yet lifelike environment, rescuers gain not only technical skills but also confidence for real-life operations. The project is led by WSB University in collaboration with:

- European Center of Entrepreneurship Competence & Excellence (Austria)
- City of Čadca (Slovakia)
- Institut EuroSchola (Czech Republic)

RESCUER demonstrates how cutting-edge technology can save lives, improving mountain safety for vulnerable groups, including seniors and people with disabilities.

## HEIsCITI – HEIs as Innovative Triggers of Sustainable Development in European

- Cities in the Post-Covid-19 Era
- Project Number: 2022-1-PL01-KA220-HED-000088825
- Funding Source: Erasmus+
- Project Value: EUR 400,000.00
- Implementation Period: December 1, 2022 – November 30, 2025

Researchers from WSB University, together with experts from Europe and Asia (Stuttgart Media University, Germany; Mykolo Romerio Universitetas, Lithuania; The University of Danang, Vietnam; LAMA Cooperative Society – Social Enterprise, Italy; and Porin, Croatia), are developing innovative curricula, methodologies, and teaching tools to teach students how to effectively facilitate communication and collaboration between citizens and local authorities, with the goal of ensuring inclusive and sustainable urban development.

Local government units from Lithuania, Germany, and Poland will pilot the materials developed under the project, drawing on best practices from Asia in refugee integration initiatives - including the creation of the so-called Kontum Campus, designed to engage Laotian refugees in the development of border cities.

Associated partners include Zamek Cieszyn (Poland), Stuttgart Region (Germany), and Joniskis District Municipality (Lithuania).

## Shaping the Network Competences of Young Girls from Minor Towns and Restructured Areas as Future Business Leaders Operating in a 4.0 Economy

- Project Number: 2024-1-PL01-KA220-YOU-000246398
- Funding Source: Erasmus+
- Project Value: EUR 120,000.00
- Implementation Period: December 1, 2024 – November 30, 2026



Thanks to this initiative, young women from smaller towns and post-industrial regions gain access to tools and training that develop their digital and social skills, help them build professional networks, and support their first steps in the job market.

The project equips participants with in-demand competencies, levels the playing field, and encourages

them to pursue leadership positions in sectors where women have been historically underrepresented. It is not only about technology - it is about career empowerment, confidence building, and inspiring young women to actively participate in the digital economy and the professional life of their communities.

### Preserving Youth Mental Wellbeing in Wartime Migration Crisis (mentUwell Project)

- Project Number: 2022-2-PL01-KA220-YOU-000095782
- Funding Source: Erasmus+
- Project Value: EUR 400,000.00
- Implementation Period: April 2, 2023 – December 1, 2025



Co-funded by  
the European Union

The mentUwell Project brings together experts from countries with extensive experience in migration issues and youth mental health support. It serves as a knowledge-exchange platform connecting Western European countries (Italy, Finland, Austria), which have long worked with migrant communities, with Central European countries (Poland, Lithuania, Romania), where the issue became critically important after the outbreak of the war in Ukraine.

The project is developing a comprehensive methodology for educators working with young people and war-affected migrants, as well as a universal toolkit for NGOs, volunteers, and professionals responsible for safeguarding youth mental health during wartime migration crises.

### 3D SMARTBOX – 3D Printing in Education Improves Student Engagement Through Hands-on Learning

- Project Number: 2024-1-AT01-KA220-SCH-000248794
- Funding Source: Erasmus+
- Project Value: EUR 250,000.00
- Implementation Period: December 1, 2024 – November 30, 2026



Co-funded by  
the European Union

This project focuses on integrating 3D printing technology into school education to enhance both teaching and learning outcomes. Through interactive, hands-on activities, students are empowered to bring their ideas to life while developing key skills such as creativity, problem-solving, and design thinking.



The initiative also opens significant opportunities for cross-curricular applications across STEM and arts education. A crucial element is teacher training, equipping educators with the knowledge and skills required to effectively implement 3D printing in the classroom. This approach not only strengthens STEM education but also promotes inclusion and accessibility, helping reduce the gender gap in STEM fields.

### Judo as a Trigger to Shape Youth Pro-Health and Pro-Social Attitudes

- Project Number: 2023-2-PL01-KA220-YOU-000177031
- Funding Source: Erasmus+
- Project Value: EUR 250,000.00
- Implementation Period: March 1, 2024 – August 31, 2026



Co-funded by  
the European Union

The JUDO Project demonstrates that sport is far more than physical activity - it is a powerful tool for shaping healthy habits, pro-social attitudes, and self-confidence. Through judo training, young people learn discipline, cooperation, respect, and responsibility, developing emotional and social competencies that benefit them in both school and everyday life.

This initiative particularly targets youth from smaller or underserved communities, providing new opportunities for personal and social growth. Judo thus becomes a catalyst for building a healthy, active lifestyle



and inspires participants to engage positively in their local communities.



### SmartStart ERASMUS+ Teacher Academy tudes

- Project Number: 101196580
- Funding Source: Erasmus+
- Project Value: EUR 1,874,873.16
- Implementation Period: April 1, 2025 – March 31, 2028

WSB University is implementing the SmartStart ERASMUS+ Teacher Academy Project, selected for funding under the Erasmus+ Teacher Academies call, managed by the European Education and Culture Executive Agency (EACEA).

With a budget exceeding EUR 1.5 million, the project will run for 36 months in partnership with 12 universities and organizations from Germany, Poland, Sweden, Slovakia, Portugal, Spain, and Norway. Together with the University of National Education Commission

in Kraków, WSB University is leading the work package focused on integrating AI-based digital media into daily classroom practice across European schools. The aim is to create an international teacher training program that enables teachers and pedagogy students to personalize learning, enhance teaching methods, and integrate AI-driven tools effectively. To eliminate language barriers, the project will also develop an AI-powered translation tool to support professional exchange and facilitate multilingual classrooms.

### Q-Helix - The Inclusive European University guided by the Quintuple Helix Compass

- Programme: Erasmus+ European Universities Initiative
- Implementation Period: 2024–2027
- Award: Seal of Excellence



WSB University is the leading institution of an international alliance of 11 universities from 10 European countries. Together, the partners developed the project “Q-Helix – The Inclusive European University Guided by the Quintuple Helix Compass” within the European Commission’s European Universities Initiative. The project received the prestigious Seal of Excellence, awarded to a select number of proposals for their outstanding quality in a highly competitive evaluation process.





Q-Helix aims to build strong ecosystems of collaboration, connecting stakeholders across Europe - including agencies, businesses, civil society, governments, and academia.

Focus areas include:

- **Security:** Developing sustainable, multidimensional approaches to migration and security, with special attention to Belarusian political migrants (supported by expertise from EHU, Lithuania) and residents of Mitrovica, Kosovo.
- **Healthcare:** Establishing interdisciplinary centers at each partner university to foster collaborative research and practical solutions for holistic health - from prevention and diagnostics to therapy and rehabilitation.
- **Environmental Conservation & Smart Cities:** Implementing solutions to monitor air quality, temperature, and pressure, integrating IoT sensors for real-time data exchange with smart cities. Additional initiatives include smart homes for the elderly with automated assistance, medical alerts, and remote monitoring.

The Q-Helix Alliance is setting a long-term educational and research strategy, creating a European inter-university campus with flexible programs, advancing Europe's digital and green transformation, and promoting resilience and inclusivity in higher education.

### SHORE: EmpOwer Students as the agents of cHange

- Programme: Horizon Europe
- Project Value: EUR 2,998,518.75
- Implementation Period: August 1, 2023 – July 31, 2026



For two years, WSB University has been conducting research on various aspects of the blue economy and promoting them internationally through the SHORE project, selected for funding by the European Commission under the prestigious Horizon Europe programme (Call: Actions for the implementation of the Mission Restore our Ocean and Waters by 2030 – HORIZON-MISS-2022-OCEAN-01).



### Consortium Meeting in Venice

On September 23–24, 2024, project partners gathered for the second in-person consortium meeting, hosted by the University of Padua in cooperation with the Venice Museum of Natural History. In this unique city, whose identity is intertwined with water, participants discussed actions aimed at raising young generations' awareness of oceans and inland waters.

### Pomeranian Science Night in Gdynia

On September 27, 2024, WSB University, together with the Experyment Science Centre in Gdynia, organized numerous experiments and workshops as part of the Pomeranian Science Night. The event attracted more than 600 young science enthusiasts.

### Mission Arena in Sopot

The fourth edition of Mission Arena in Sopot brought together over 200 stakeholders from the Southern

Baltic region. During 17 workshops, participants explored ways to make the blue economy carbon-neutral, circular, safer, less polluting, and more biodiversity-friendly.

### Mission Ocean and Waters Night

The second edition of Mission Ocean & Waters Night took place on June 4, 2025, both online and on-site in four countries: Romania, Turkey, Poland, and Italy.

### United in Action - Projekt Wolontariatu

- Funding Source: European Solidarity Corps
- Project Value: EUR 23,458.00
- Implementation Period: January 1, 2025 – December 31, 2025



United in Action is an international volunteering initiative led by WSB University, designed to promote social inclusion, diversity, civic engagement, sustainability, and digital skills development. The project addresses discrimination, social exclusion, and educational, cultural, and geographical barriers.

The programme involves 12 volunteers - students, university staff, children, and seniors - fostering intergenerational dialogue and cooperation. Activities are coordinated by the Social Innovation Hub, Career Services Office, International Cooperation Office, University Library, and WSB's Children's and Senior Universities.

Participants gain future-oriented skills through workshops, forums, art and ecological events, and innovative cultural initiatives. The project also delivers tools to counter disinformation and promote pro-ecological attitudes.

### Inductive approaches to teaching science and mathematics

- Funding Source: Erasmus+
- Project Value: EUR 120,000.00
- Implementation Period: October 1, 2023 – September 30, 2026

WSB University is a partner in a project aimed at developing methodological support for teachers and pedagogy students, enabling them to effectively implement inductive teaching methods in primary school science education.

Key activities include:

- Reviewing current teaching methods and educational materials
- Developing criteria and tools to evaluate the quality and usability of didactic resources
- Preparing innovative lesson plans, experiment guidelines, and visual aids
- Organizing training and workshops for teachers to strengthen their ability to deliver inquiry-based lessons
- Actively involving pedagogy students in the co-creation and testing of materials in school settings

A pilot implementation in primary schools will collect data on the tools' effectiveness and produce recommendations for future use.

### Forecasting factors influencing climatic changes as a part of Sustainable Development Goals 2030

- Funding Source: International Visegrad Fund



This project developed a new methodology for estimating sustainable development indicators, allowing partners to forecast climate change factors in the context of the UN's Sustainable Development Goals.

The consortium presented country-specific best practices aimed at reducing environmental impact. Scientific seminars and online meetings brought together local governments and NGOs to discuss proposed actions.

Project results were published in two peer-reviewed scientific articles and compiled into a good practices guide and recommendations, freely available online. The final results were presented during an online closing conference.

Project Partners: 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 of Budapest.

## Learning from European Lives: the development of country and context specific learning methods for biographical exploration of persons 60+

- Funding Source: Erasmus+
- Project Value: EUR 42,500.00
- Implementation Period: 2024–2027



Co-funded by  
the European Union

As European societies continue to age, understanding the life realities of older adults must be significantly expanded. The LEuLiv project responds to the needs of the aging European population and the new generation of educators and gerontology experts across Eastern and Western Europe.

The key outcome will be the development of innovative teaching and learning approaches promoting biographical learning across Europe. The project aims to integrate this curriculum into courses in geragogy, gerontology, social work, and nursing, ensuring that future specialists develop a more systematic understanding of the lives of older adults.

### AKCENT KOMP

- Funding Source: Interreg PL-CZ
- Project Value: EUR 327,317.19
- Implementation Period: November 1, 2024 – October 31, 2027



Co-funded by  
the European Union

The Akcent Komp project strengthens cross-border cooperation between schools and teachers in the Polish-Czech border region, creating a vibrant network of professional exchange.

Key activities include:

- Job shadowing placements and experience-exchange visits
- Skills-development workshops preparing teachers for effective international collaboration

The result is a sustainable cooperation network between educational institutions, enriched teacher experience, and improved teaching quality thanks to the integration of the cross-border perspective.

## Universal CBRNE Protection System Supporting the Safety and Open Nature of Higher Education Institutions

- Funding Source: Internal Security Fund 2021–2027
- Project Value: EUR 3,333,332.48
- Implementation Period: March 1, 2025 – February 29, 2028



Co-funded by  
the European Union

Universities are designed to foster creativity and free intellectual exchange by allowing students unrestricted movement and easy access to laboratories, libraries, and collaborative spaces. However, recent events - including the 2023 attack on a university in Prague - show that terrorist threats to campuses are real.

University grounds often store CBRNE materials (chemical, biological, radiological, nuclear, and explosive substances). Combined with open access and limited security measures, they can become attractive targets for potential attacks.

The project includes:

- Reviewing national regulations and internal procedures across nine EU countries
- Evaluating their effectiveness and vulnerability to CBRNE-related threats
- Developing improved procedures and recommendations to strengthen security systems
- Creating a training programme combining traditional materials with innovative formats such as VR tools and an educational game (THOR), simulating various CBRNE scenarios.





# Exporting Knowledge – WSB University Researchers on the Global Stage

## InterUni 2024 – Seven Years of Dialogue on Internationalization

From October 1–5, 2024, WSB University hosted the 7th edition of the **Forum for Internationalization of Higher Education – InterUni 2024**, a flagship event bringing together experts, researchers, and practitioners from around the globe.

This year’s theme - **“Quality of Education Through Empowering Internationalization – Innovation, Skills, Technology”** - emphasized that internationalization today goes far beyond mobility. It includes implementing modern teaching methods, developing future skills and leveraging technology in education.



Highlights included: Presentations of major international projects, such as **ENTER-CBL** (Erasmus+), promoting Challenge-Based Learning, and **VR4Skills**, featuring VR-based training for internationalization leaders. .



*Griet Barrezele, UCLL University of Applied Science, Zastępca Dyrektora Generalnego Businet*

A keynote lecture by **Sonia M. Gomez Puente (Eindhoven University of Technology)** on implementing Problem-Based and Challenge-Based Learning to boost student engagement and collaboration. A panel discussion on the role of VR in developing competences of international office staff, moderated by **Paweł Urgacz, Deputy Dean for Internationalization at WSB University**.

InterUni 2024 once again confirmed WSB University’s position as an active and recognized contributor to the global dialogue on education quality and innovation.



## ENTER-CBL Dissemination Conference – When Education Becomes a Challenge



Co-funded by  
the European Union

On October 1–2, 2024, WSB University hosted the ENTER-CBL Dissemination Conference, bringing together international experts, educators and practitioners to explore the systematic integration of Challenge-Based Learning (CBL) into academic programmes.

**The event featured:** Inspirational lectures, Hands-on workshops using modern didactic tools, Interactive sessions where participants experienced the entire CBL process - from defining a challenge, through analysis, to presenting solutions.

The conference created space for networking and collaboration, strengthening inter-university ties and sparking new joint initiatives. For WSB University, it was proof of its leadership in shaping global educational innovation; for participants, a reminder that learning can be an exciting journey - especially when designed as a challenge.

## VR4Skills Concluding Conference – Virtual Reality in Internationalization Leadership Training

**"Technology that changes the way we learn" – this phrase perfectly captures the spirit of the VR4Skills Concluding Conference.**

For two days, October 3–4, 2024, WSB University became a hub of multilingual conversations, VR headset



demonstrations, and dynamic debates on how virtual reality can support internationalization leaders in their daily work. The event not only concluded the nearly two-year VR4Skills project but also showcased how immersive technology can transform education.



Co-funded by  
the European Union

### What was VR4Skills?

VR4Skills (Comprehensive Training Framework for Leaders of Internationalization Enhanced by Virtual Reality in the Post-Pandemic Era) was an international initiative co-funded by the European Union and recognized by the National Agency of Erasmus+ as a best practice project. Its main goal was to create an innovative training system for internationalization leaders, combining modern methodology with VR tools.



The project delivered:

- A competence gap analysis
- A set of VR-based training scenarios
- A comprehensive training manual
- A dedicated VR4Skills application
- The conference was opened by Paweł Urgacz, Deputy Dean for Internationalization at WSB University, who summarized the project's milestones and achievements.

Keynote speakers included:

- **Lucius Botes** (North-West University, South Africa) – sustainability in training international education leaders
- **Ayşe Deniz Özkan** (Istanbul Aydin University, Turkey) – competence gap analysis in internationalization
- **Nina Turčin** (DOBA Business School, Slovenia) – using e-learning and VR to bridge skills gaps
- **Griet Barrezele** (UCLL Leuven, Belgium) – practical aspects of VR implementation in international offices

A lively panel discussion, moderated by Paweł Urgacz and featuring PhD Eng. Karol Jędrasiak (WSB University), explored the future of VR in education, addressing cost, scalability, and implementation barriers.

The second day offered a fully hands-on experience: participants wore VR headsets to try out training scenarios - from simulated conversations with international applicants to crisis management exercises in university administration. The event clearly demonstrated that VR is not just a novelty, but a powerful tool for competence development.

## EQUATION Project – Final Outcomes

On March 3–4, 2025, the final meeting of the EQUATION (EQUALity through AccreditaTION) project took place at IEDC – Bled School of Management in Slovenia, combined with a Learning, Teaching, and Training session.

The project, coordinated by CEEMAN and co-funded by the European Union, developed practical tools supporting gender equality in business schools, particularly in accreditation processes.

### Key results included:

- Gender Equality Plans (GEPs)
- Guidelines for accreditation bodies on integrating gender equality into evaluation procedures
- Training programmes for quality assessment experts

Over 20 specialists from several countries were trained, equipping them to implement gender equality policies within universities and accreditation agencies. EQUATION was recognized as a best practice project, and its results will be used in future initiatives promoting gender inclusion in higher education.

**EQUATION**



Co-funded by  
the European Union

## WSB University at EURIE 2025 – Entrepreneurship, Internationalization, and New Global Partnerships

On April 9–10, 2025, WSB University participated in the EURIE – Eurasia Higher Education Summit in Istanbul, one of the region's largest events dedicated to the internationalization of higher education.

Paweł Urgacz, Deputy Dean for Internationalization, spoke during the panel “Transnational Cooperation for Entrepreneurship Education for the Next Generation of Entrepreneurs”, presenting the project **Enter CBL: Boosting Entrepreneurial Mindset of Students with Challenge-Based Learning**.



“This is not only a prestigious international event but also an excellent opportunity to showcase our achievements and innovative approaches to education,” said Paweł Urgacz, emphasizing the importance of CBL in developing entrepreneurial thinking among WSB students.



## “G4C Wars” – Sustainable Business and Gamification Bootcamp

From April 14–16, 2025, WSB University hosted an international bootcamp as part of the **Game4Change – Next Generation Entrepreneurship** project.

The event gathered 60 students and 10 teachers from more than seven countries, focusing on how game-based learning can support entrepreneurship education and sustainable development.



### Highlights included:

- A visit to the Museum of Games with gamification workshops
- International teamwork on prototype business ideas
- Training modules on sustainable business
- Game design and prototyping workshops
- A Pitch Battle competition showcasing final project results

Teachers participated in parallel sessions to enhance their didactic skills, while students gained practical experience in teamwork, creativity, and entrepreneurship. The bootcamp strengthened participants' competencies and produced concrete outcomes for use in future project stages, culminating in the final Game4Change conference in Dresden on September 17, 2025.

## EnterCBL Student Bootcamp – Sustainable Cities in Practice

On April 23–26, 2025, a group of students and staff from WSB University participated in the EnterCBL Student Bootcamp, hosted by Istanbul Aydın University. WSB University was represented by Paweł Urgacz, WSB University Dean for Internationalization, and Denis Spahija, Deputy Director of the International Cooperation Office, along with students and experts from several European universities.

The bootcamp focused on sustainable urban life. Working in international teams, participants addressed real-life challenges related to urbanization, environmental protection and improving quality of life in urban spaces. Using the **Challenge-Based Learning (CBL)** approach - which places students at the center of the educational process - they identified problems, conducted research, and proposed prac-

tical solutions, all while developing entrepreneurial, teamwork and creative thinking skills.

This event was an integral part of the EnterCBL project – Entrepreneurship through Challenge-Based Learning, co-funded by the European Union. The project promotes an entrepreneurial mindset among students by implementing innovative teaching methods, creating CBL-based courses and materials, and building a network connecting education with entrepreneurship.

## WSB University Participates in the Launch of the SPARK-COIL Project in the Philippines

On February 19–21, 2025, WSB University joined the kick-off conference of the SPARK-COIL project (Strengthen and Promote Academic Agility, Resilience, and Knowledge Exchange through Collaborative Online International Learning), funded by Erasmus+.



This initiative is the first of its kind in the history of the Philippine consortium under the Capacity Building for Higher Education (CBHE) programme, bringing together five Ateneo universities (Ateneo de Manila University – coordinator, Ateneo de Davao, Ateneo de Naga, Ateneo de Zamboanga, Xavier University) and European partners - the University of Alicante (Spain) and WSB University (Poland).

Representing WSB University were Sabina Ratajczak, PhD, WSB University Rector for Development; Paweł Urgacz, WSB University Dean for Internationalization; and Karol Kujawa, PhD, Assistant Professor at the Department of Security Studies.

- Sabina Ratajczak, PhD presented the role of the COIL model in quality assurance and internationalization.
- WSB University Dean Urgacz conducted practical workshops on COIL applications.
- Karol Kujawa, PhD engaged in strategic discussions shaping the project's next steps.

Participants also visited the Innovation Laboratory (iLab) at the University of the Philippines Los Baños to experience COIL in practice. The conference concluded with a hybrid session attended by over 100 participants, emphasizing the transformative potential of COIL for international education co-funded by the European Union.



## Study Visit in Cluj-Napoca – GITEKA Project for Future Skills

From May 12–15, 2025, WSB University representatives took part in a study visit within the **GITEKA** project, held in Cluj-Napoca (Romania) and organized by the **University of Art and Design**. Partners from Poland, Albania, Kosovo and Romania gathered to strengthen academia–industry cooperation.

GITEKA, funded by Erasmus+, aims to align university education with industry needs - particularly in green skills, youth employment, and sustainable development. WSB University was represented by Paweł Urgacz and Denis Spahija, who joined discussions on:

- Designing industry-aligned educational modules
- Fostering creativity in art and design

- Promoting knowledge exchange between institutions
- Developing micro-credentials and innovative educational pathways.

## VII International Staff Week at WSB University – Gamification, Problem-Solving and Global Impact

From May 19–23, 2025, WSB University hosted the VII International Staff Week, bringing together faculty and staff from universities worldwide under the theme **“Gamification and Problem-Solving for Global Impact”**.

Guests from Europe, Africa, and the Americas (including Belgium, Spain, Rwanda, the US, and Turkey) participated in a programme combining academic innovation and cultural exchange.

Highlights included:

- Opening address by Paweł Urgacz, presenting WSB University's innovative teaching methods
- Presentation by Aleksandra Wolska, Head of the Electronic Examination Center, on AI in assessment processes
- Talk by Denis Spahija on opportunities for new Erasmus+ projects and international partnerships
- Workshop by Małgorzata Małecka-Tomala on using design thinking to foster creativity
- Lecture by Professor Iraj Hashi (University of Staffordshire) on preparing students for labor market challenges
- Session by Sonia M. Gómez Puente, PhD (Eindhoven University of Technology) on Challenge-Based Learning (CBL)

Participants explored how gamification elements - points, missions, and rewards - can boost motivation and knowledge retention. The **Game4Change** project was also showcased, demonstrating how games can address social and environmental issues.



Co-funded by  
the European Union

Beyond the academic program, guests experienced Polish culture - visiting the Silesian Museum, the historic Nikiszowiec district in Katowice, and sharing traditional dishes during an international coffee break. The event successfully combined modern teaching approaches with intercultural exchange, inspiring participants to implement new solutions at their institutions and paving the way for future collaborations.



## WSB University at the 2nd International CBL Conference – A Modern Approach to Education

On April 7–8, 2025, Sabina Ratajczak, PhD, and Paweł Urgacz participated in the 2nd International Challenge-Based Learning (CBL) Conference, organized by Eindhoven University of Technology. The conference was part of the **“Teaching Excellence – WSB University Academic Staff Development Program”**.

The event addressed one of today's most urgent educational challenges - how to prepare students to actively solve global problems, from climate change and technological transformation to health and social crises. The CBL method places students at the center of the learning process, encouraging them to take initiative, collaborate, and apply design thinking.

One of the key sessions featured a presentation by Paweł Urgacz titled **“Evaluating LMS for Entrepreneurship Challenge-Based Learning Courses”**. The session focused on analyzing Learning Management Systems (LMS) used in entrepreneurship education based on the CBL approach. Urgacz discussed platform evaluation criteria, their suitability for project-based learning, and offered recommendations for educators seeking to implement CBL in entrepreneurship teaching.

Conference participants engaged in discussions on:

- personalization of the learning pathway,
- increasing student autonomy and responsibility,
- value-based education and social responsibility,
- the need for bold educational strategies, even when answers are not yet complete.

The participation of Sabina Ratajczak, PhD, and Paweł Urgacz strengthened WSB University's teaching capacity and provided inspiration that will be applied in daily work and in achieving the goals of the Teaching Excellence program.



# A Bridge Connecting Continents and Regions – Institute for Studies on Territorial and Inter-Organizational Cooperation

The Institute for Studies on Territorial and Inter-Organizational Cooperation, directed by Professor Joanna Kurowska-Pysz, is an academic unit dedicated to research, projects, and expert services in the field of territorial and inter-organizational cooperation at the international, regional, and local levels.

The Institute's research on cross-border cooperation has achieved the highest international recognition and is used by the European Commission, European Parliament, INTERREG Managing Authorities, Euroregions, European Groupings of Territorial Cooperation, and organizations implementing cross-border projects.

## Research Directions:

In the 2024/2025 academic year, the Institute focused on three main thematic areas, including:

### 1. **Analysis of EU regulatory proposals on institutional solutions such as the European Cross-Border Mechanism, Cross-Border Coordination Points, and Cross-Border Facilitation Tool.**

As part of this work, the Institute contributed to the report "Facilitating Cross-Border Solutions – Cross-Border Effects across European Cross-Border Regions" within the project "ITEM Cross-Border Impact Assessment of the Amended Proposal for a European Cross-Border Mechanism," coordinated by Maastricht University (Netherlands).

The project analyzed the conditions for implementing mechanisms that facilitate cross-border cooperation in EU countries. Research partners examining specific borders included: WSB University, Euro-Institut in Kehl (Germany), Technical University of Liberec (Czech Republic), Euroregion Nisa (Czech Republic), Central European Service for Cross-Border Initiatives (Hungary).

### 2. **International Integration of Ukraine**

The Institute was a partner in two projects funded by the International Visegrad Fund, aimed at supporting

Ukrainian institutions in the EU accession process and fostering cross-border cooperation with the Visegrad Group countries.

#### **Project 1: CBC in Ukraine and V4 – In Search of Best Practices**

- Leader: Uzhhorod National University (Ukraine)
- Partners:
  - WSB University
  - CESCO (Hungary)
  - University of Prešov (Slovakia)
  - Technical University of Liberec (Czech Republic)

Project 2: EU Integration of Ukraine across Borders – with the Help of the V4

- Leader: Uzhhorod National University (Ukraine)
- Partners:
  - WSB University
  - CESCO (Hungary)
  - CESCO Carpathia (Slovakia)
  - University of Prešov (Slovakia)
  - Technical University of Liberec (Czech Republic)
  - European Association of Border Regions (Germany)

#### **3. **Territorial and Sectoral Integration – Regional and Local Dimension****

The Institute participates in two EU co-financed projects aimed at developing cooperation between entities supporting innovative networking processes - for instance, in emerging industries (such as design-business collaboration) and in disadvantaged areas, including peripheral or revitalization-designated regions.

#### **Project 1: Regional Innovation Observatory – Design Observatory**

- Leader: Zamek Cieszyn
- Partners:

- WSB University
- Katowice City of Gardens Cultural Institution

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

### Project 2: Participatory Approach towards Sustainable Development in European Cities in the Post-Covid-19 Era

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

This project is implemented with the support of the Erasmus+ program.

## Other Activities of the Institute

### 5th International Scientific Conference "Territorial and Inter-Organizational Cooperation"

The 5th edition of the International Scientific Conference "Territorial and Inter-Organizational Cooperation 2024" took place on October 9–11, 2024.

#### Organizers:

- Association "Olza," Cieszyn (Poland)
- Central European Service for Cross-Border Initiatives, Budapest (Hungary)
- Euro-Institut, Kehl (Germany)
- Regional Association of Territorial Cooperation of Těšín Silesia (Czech Republic)
- University of Greater Region (Luxembourg)
- Polish Scientific Society for Organization and Management (TNOiK)
- Technical University of Liberec (Czech Republic)
- University of Extremadura (Spain)

The event was co-financed under the project "Territorial and Inter-Organizational Cooperation – Regional, Cross-Border, and Global Perspective" and supported by the Ministry of Education and Science.

The conference gathered researchers and practitioners exploring various dimensions of territorial and inter-organizational cooperation at the local, regional, cross-border, and international levels. Its interdisciplinary approach reflected the complex scientific and innovative issues under discussion.

#### Main objectives:

- Establishing contacts and building international, interdisciplinary research teams
- Developing joint approaches to emerging scientific challenges

The three-day program included plenary and thematic sessions, expert debates, as well as sessions for PhD candidates and students. A special highlight was a study visit to the Polish–Czech–Slovak border area, open to all conference participants.



## Prof. Joanna Kurowska-Pysz as an Expert in the European Resilient Borders Program

The development of guidelines for management and communication within the European Grouping of Territorial Cooperation (EGTC) “Polish-Lithuanian Cross-Border Functional Area” is the task entrusted to Joanna Kurowska-Pysz, PhD, WSB University Professor, who has been serving as an expert in the so-called Suwałki Gap since February 2025.

The project “CLLD-oriented Facilitation of Cross-Border Planning across the Polish-Lithuanian Functional Area” is implemented under the European pilot program Resilient Borders and aims to strengthen the institutional capacity of cross-border cooperation stakeholders in this strategically significant region - vital to both the European Union and NATO.

### Participation of Institute Representatives in Scientific Events

#### International Scientific Conference “The Future of Cross-Border Cooperation and Mobility: Horizontal Integration and Beyond”

From October 27–29, 2024, at Maastricht University (Netherlands), Prof. Joanna Kurowska-Pysz delivered a plenary presentation titled “Resilient Cross-Border Cooperation in Times of Crisis – Managing Cross-Bor-

der Projects Towards More Resilient Cooperation in Borderlands. The Post-Pandemic Perspective.”

She discussed the results of comparative research on cross-border project management in the French-German and Czech-Polish border regions, drawing on experiences from the project “Practical Training Program for Low-Carbon Economy Workforce Development in the Border Region” carried out during the COVID-19 pandemic.

The conference brought together approximately 100 representatives of European universities and practitioners engaged in cross-border cooperation.

During the accompanying Annual Assembly of TEIN (Transfrontier Euro-Institut Network), led by the Euro-Institut in Kehl, Germany, Prof. Kurowska-Pysz also presented the outcomes of research and educational activities conducted by WSB University in collaboration with VSB-Technical University of Ostrava under the same project, co-financed by the Interreg V-A Czech Republic-Poland Program.

#### International Scientific Conference “What Future for the Concept of Borderless Europe?”

On March 7–9, 2025, Joanna Kurowska-Pysz, PhD, took part in the 9th International Conference on Future of Teaching and Education in Vienna, where she presented the paper “Participatory Learning of Students on Their Involvement in Civil Society Development.”

The presentation showcased research conducted within the project “HEIsCITI – HEIs as Innovative Triggers of Sustainable Development in European Cities in the Post-Covid-19 Era,” implemented by WSB University in collaboration with international partners and funded by the Erasmus+ program.

Subsequently, on May 12–14, 2025, she participated in the next edition of the conference series “What Future for the Concept of Borderless Europe?” held at the University of Public Service in Budapest. Her presentation, titled “The EGTC Polish-Lithuanian Cross-Border Functional Area as a Driver of Cross-Border Relations in the Shadow of Military Tensions Surrounding the Suwałki Gap,” examined the impact of geopolitical crises on cross-border cooperation structures - including education - and highlighted WSB University’s collaboration with VSB-TU Ostrava as a model example of a long-term academic cross-border partnership.





## Cross-Border Conference at Uzhhorod National University, Ukraine

On June 19, 2025, Joanna Kurowska-Pysz, PhD, WSB University Professor, participated in a cross-border conference at Uzhhorod National University in Ukraine, organized as part of the project "CBC in Ukraine and V4: In the Search for Examples of Best Practice," funded by the International Visegrad Fund.

During the event, she presented the cooperation between WSB University and VSB-TU Ostrava as a model example of a long-term academic cross-border partnership. The conference brought together representatives of the academic community from Poland, Hungary, Romania, Slovakia, the Czech Republic, and Ukraine.

## International Scientific Conference: 3rd IGCOORD Conference "Intergovernmental Coordination in Polycrisis Times: Legal, Political and Financial Dimensions"

On June 26–27, 2025, Joanna Kurowska-Pysz, PhD, took part in the 3rd IGCOORD International Scientific Conference, held at Maria Curie-Skłodowska University (UMCS) in Lublin.

She delivered a paper titled "The Impact of the Pandemic and Geopolitical Crisis on Lithuanian–Polish Cross-Border Cooperation in the Tourism Sector." Her presentation explored the effects of crises on cross-border energy markets and highlighted the need for border regions to develop mechanisms for mitigating such threats - emphasizing the importance of high-quality professional training for specialists in this field.

In this context, Prof. Kurowska-Pysz once again showcased the cooperation between WSB University and VSB-TU Ostrava as a benchmark example of a sustainable, long-term academic cross-border partnership.

## Appointment to the Program Council of the Polish–Czech Forum at the Ministry of Foreign Affairs

In October 2024, Joanna Kurowska-Pysz, PhD, WSB University Professor, was appointed by the Minister of Foreign Affairs as a member of the Program Council of the Polish–Czech and Czech–Polish Forum. The Forum's mission is to build lasting trust and strengthen Polish–Czech cooperation at both the cross-border and bilateral levels.

## Research on Lithuanian–Polish Cross-Border Tourism Cooperation

Since 2024, Joanna Kurowska-Pysz, PhD, has been leading an international research team carrying out the project "Study on Directions and Prospects of the Tourism Sector Development in the Lithuanian–Polish Borderland."

The study aims to define strategic directions for the development of tourism and territorial cooperation in the Lithuanian–Polish border area. Commissioned by the European Commission's Directorate-General for Regional and Urban Policy (DG REGIO), the research will contribute to shaping the next programming period of the Lithuania–Poland INTERREG program.

# COST Actions – Cooperation that Shapes the Future

The European Cooperation in Science and Technology (COST), co-funded under the EU Horizon 2020 programme, is a structure jointly maintained by 36 European countries and Israel (as a cooperating country). Its primary goal is to organize multilateral scientific and technical cooperation among the member states.

## WSB University representatives involved in COST Actions:

- **Aneta Kochanowicz, PhD**
  - Management Committee Member, COST Action CA19104 Advancing Social Inclusion through Technology and Empowerment
  - Management Committee Member, COST Action CA23153 Digital Mental Health for Young People (YouthDMH)

- **Jerzy Kochanowicz, PhD, Professor**
  - Management Committee Member, COST Action CA21120 History of Identity Documentation in European Nations: Citizenship, Nationality and Migration (HIDDEN)
  - Member, Culture, Language and Diversity Working Group, COST Action CA22127 COLlaboratively DEveloped culturallY Appropriate and Inclusive Assessment Tool for Palliative Care EDUcation
  - Management Committee Member, COST Action CA23120 Religious Identity, Bullying and Wellbeing at School: A Transnational Collaboration
- **Iwona Krzyżewska, PhD**
  - Management Committee Member, COST Action CA23157 European Network for Multiple View Life Cycle Sustainability Assessment
- **Karol Kujawa, PhD**
  - Management Committee Member, COST Action CA18129 Islamic Legacy: Narratives East, West, South, North of the Mediterranean (1350–1750)
  - Substitute Management Committee Member, COST Action CA18215 China in Europe Research Network
- **Joanna Kurowska-Pysz, PhD, WSB University Professor**
  - Management Committee Member, COST Action CA19129 Decolonising Development: Research, Teaching and Practice
  - Management Committee Member, COST Action CA24170 Building Resilient Rural Communities through Synergy of Traditional Knowledge and Technological Innovation
- **Olga Nowotny-Czupryna, PhD, WSB University Professor**
  - Substitute Management Committee Member, COST Action CA19101 Determinants of Physical Activities in Settings
- **Paulina Polko, PhD, WSB University Professor**
  - Substitute Management Committee Member, COST Action CA19102 Language in the Human-Machine Era
  - Management Committee Member, COST Action CA20107 Connecting Theory and Practical Issues of Migration and Religious Diversity
  - Management Committee Member, COST Action CA24154 Networking European Security Knowledge (NetSec)
- **Robert Socha, PhD, Professor**
  - Substitute Management Committee Member, COST Action CA18236 Multi-Disciplinary Innovation for Social Change
- **Katarzyna Szczepańska-Woszczyzna, PhD, WSB University Professor**
  - Management Committee Member, COST Action CA18137 European Middle-Class Mass Housing
- **Michał Szyszka, PhD**
  - Management Committee Member, COST Action CA18136 European Forum for Advanced Practices
- **Lubomira Trojan, PhD**
  - Management Committee Member, COST Action CA20105 Slow Memory: Transformative Practices for Times of Uneven and Accelerating Change
- **Maciej Witkowski, PhD, WSB University Professor**
  - Substitute Management Committee Member, COST Action CA19129 Decolonising Development: Research, Teaching and Practice

## The World Reads WSB University Researchers – Polish Science in a Global Format

WSB University researchers consistently mark their presence on the international stage, publishing with prestigious academic publishers.

Paweł Poszytek, PhD, in his book *Transformational Leadership and Organizational Maturity in the Digital Era* (Routledge), analyzes the role of leadership

in the face of global technological and socio-economic transformations. He proposes a transformational leadership model as a tool for assessing and developing organizational maturity, highlighting its key importance in a rapidly changing world.

Łukasz Sułkowski, PhD; Zdzisława Dacko-Pikiewicz, PhD; and Katarzyna Szczepańska-Woszczyzna, PhD, in their book *Philosophy and Management: Great Minds and Organizational Ideas* (Routledge), explore how philosophy - from Aristotle to Nietzsche - inspires modern management. By combining philosophical

reflection with business practice, the authors demonstrate that classical and postmodern thought can serve as a foundation for ethical and responsible leadership.

Paulina Polko, PhD, in her monograph *Security and Political Discourse* (Brill), examines the phenomenon of securitization in Polish political debate. By analyzing how labeling problems as security issues influences political practice, she reveals the mechanisms used to legitimize extraordinary state actions in the face of challenges and threats.

## Thousands of Pages Building Reputation – WSB University Publishing House

WSB University Publishing House mainly publishes studies resulting from the scientific, research, and teaching activities of the University's staff, ensuring a high level of content and editing quality. The Minister of Education and Science has included the WSB Publishing House in the list of publishers of peer-reviewed scientific monographs, which means that each monograph published in the field of humanities, social sciences, and theology receives **120 points**, while monographs in other disciplines receive **80 points** for the purposes of scientific activity evaluation. Monographs by WSB University researchers are also published by other renowned publishers, both Polish (including Wydawnictwo Naukowe PWN, Difin, Polskie Wydawnictwo Ekonomiczne) and foreign (including Springer, Logos Verlag, Routledge).

### The Scientific Publishing House of WSB University also publishes scientific journals:

**Security Forum** (articles on security and defense sciences) and **Forum Scientiae Oeconomia** (articles on management and quality sciences), and co-publishes the scientific journal *Exlibris Biblioteka Gerontologii Społecznej* (articles on aging, pedagogy, and family sciences). All of these titles are included in the list of scientific journals and peer-reviewed materials from international conferences of the Ministry of Education and Science. In addition, the journal **Forum Scientiae Oeconomia** belongs to the Scopus database, one of the most prestigious bibliographic databases dedicated to scientists.

### Prestigious success for AWSB. Forum Scientiae Oeconomia receives top marks in global SJR ranking

The scientific journal **Forum Scientiae Oeconomia** was recognized in the latest **Scimago Journal & Country Rank (SJR)** ranking, published on April 7, 2025.

This prestigious ranking, based on data from Scopus - one of the two most important databases (alongside Web of Science) evaluating the quality of scientific journals worldwide - confirms the international prestige and high substantive quality of the title.

### Highest classification - Q1 in key areas

**Forum Scientiae Oeconomia** has achieved the highest possible Q1 classification in such significant areas as Multidisciplinary and Social Sciences, including in particular: Cultural Studies and Law. This is a recognition of the interdisciplinary nature of the journal and its growing influence on global science.

### The leader among Polish magazines

**Forum Scientiae Oeconomia** ranked 4th among 38 Polish journals in the field of Business, Management, and Accounting (including Business and International Management, Marketing, Strategy, and Management), 5th in the field of Economics, Econometrics and Finance, and in the overall ranking of 612 journals indexed in Scopus and evaluated in SJR, it took 26th place.



# 30th Anniversary Inauguration of the Academic Year at WSB University

Over 700 distinguished guests, several thousand first-year students, ambitious plans for the future, and valuable lessons from the past - the 2024/2025 academic year, the 30th since the University's founding, was officially inaugurated at WSB University.

The ceremonial opening took place on October 4, 2024, in the Auditorium Maximumum. The academic year was formally inaugurated by Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD, Rector of WSB University.

The inaugural lecture - "The Legal System and the Challenges of New Technologies" - was delivered by **Prof. Maciej Szpunar, PhD, First Advocate General of the Court of Justice of the European Union**. The ceremony was held under the honorary patronage of the **Minister of Science**, who, in a laudatory letter read by the Rector, emphasized:



Minister of Science and Higher Education  
Republic of Poland



*Prof. Maciej Szpunar, First Advocate General of the Court of Justice of the European Union*

*"I hold the utmost admiration for WSB University, which today stands as a dynamically developing scientific and teaching institution, specializing in economics, social sciences, humanities, technical sciences, and medical sciences. It is a respected university with modern infrastructure and extensive international partnerships, making a significant contribution to Polish science and educating specialists at a high European level."*

Addressing first-year students, the Rector added: "You are embarking on a remarkable journey - a journey of science, a journey that leads to relationships and experiences for a lifetime. My greatest wish is for WSB University to be not just a place where you gain knowledge, but, above all, a place that teaches values such as courage, responsibility, and openness." Representatives of Silesian regional authorities also spoke, stressing the University's contribution to the region's development. **Marek Wójcik, Voivode of Silesia**, stated:



“What has been achieved over these years is truly incredible and worthy of sincere congratulations. You have transformed WSB into WSB University - I believe into an institution unmatched in Silesia, our region, and beyond. WSB University is now one of the strongest regional brands.” A particularly moving part of the ceremony was the matriculation of first-year students and the taking of the academic oath by representatives of first-cycle and long-cycle Master’s students, international students, and PhD candidates from the Interdisciplinary Doctoral School.







As every year, the University honored its top graduate with the prestigious Leader of the Year statuette. The 2024 award went to Dominik Śliwka, graduate of the National Security program.

Szczególnie ważnym i doniosłym momentem Inauguracji Roku Akademickiego była immatrykulacja rozpoczynających edukację studentów i ceremonia złożenia przez nich ślubowania akademickiego. Uroczyste ślubowanie złożyli przedstawiciele studentów studiów I stopnia oraz studiów jednolitych magisterskich, studenci z zagranicy oraz doktoranci Interdyscyplinarnej Szkoły Doktorskiej Akademii WSB.





# 17th European Economic Congress

Leader of Socio-Economic Development

From April 23–25, 2025, Katowice hosted the 17th European Economic Congress, one of the most important economic events in Central Europe. The congress brought together more than 18,000 participants, including 1,300 speakers across nearly 200 thematic sessions.

WSB University was represented by: Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD – Rector of WSB University Assoc. Prof. Marcin Lis, PhD – WSB University Rector for Student Affairs and Cooperation with the Environment

Their presence underscored WSB University's commitment to advancing economic education and strengthening collaboration between academia and business.



# 14th European Congress of Small and Medium-Sized Enterprises

WSB University, as a long-standing advocate for entrepreneurship and innovation, was represented by: Assoc. Prof. Marcin Lis, PhD; Prof. Łukasz Sułkowski,

PhD; Prof. Paulina Polko, PhD; Eng. Karol Jędrasiak, PhD; Attorney-at-law Łukasz Staszek; Eng. Krystian Mączka, PhD. The University showcased innovative

educational programs and projects supporting entrepreneurship and lifelong learning, as well as ini-

tatives addressing real market needs and promoting international cooperation.



## Local Strength, Global Quality – The Karol Adamiecki Economic Award

For the ninth time, local enterprises had the opportunity to compete for one of the most prestigious business distinctions in Dąbrowa Górnicza – the Karol Adamiecki Economic Award.

This competition honors companies that not only drive the city's economic development but also operate ethically, engage in socially responsible initiatives, and invest in human capital.

### Recognizing the Value of Local Business

The competition is open to micro, small, and medium-sized enterprises operating in Dąbrowa Górnicza. The jury evaluates participants based on their innovation, ethical business practices, commitment to social responsibility, investment in human resources, and cooperation with the educational and local government sectors. Large enterprises may compete for a

Special Award, recognizing their outstanding contribution to the city's development.

Organizers:

- City of Dąbrowa Górnicza
- Zagłębie Chamber of Commerce
- WSB University (academic partner)

The jury includes, among others, Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD, Rector of WSB University, whose participation underscores the University's engagement in supporting the region's business and economic growth.



# The Highest Standards of Tomorrow – Academic Quality Forum 2024

The sixth edition of the Academic Quality Forum took place on October 15, 2024, under the theme **“Education in the Age of AI”**. The event was opened with a panel discussion moderated by Sabina Ratajczak, PhD (WSB University), which focused on the practical impact of AI on the learning process.

## Panelists included:

- **Assoc. Prof. Joanna Mytnik, PhD** (Gdańsk University of Technology) – expert in innovative teaching methods, active learning, and new approaches to assessment
- **Zofia Dzik** (Humanites Institute – Man and Technology) – leader connecting technology, business, and social capital
- **Samar Farah, PhD** – Senior Skills Transformation Consultant at Coursera, with 15+ years of experience in research, program design, and consulting
- **Tomasz Siemek, PhD** (CloudTeam) – cloud transformation expert and lecturer on AI applications in education

## Key Sessions and Insights:

Technology Ethics – From Niche to Core Curriculum:

Maciej Chojnowski (Center for Technology Ethics, Humanites Institute) highlighted the rapid rise of technology ethics as a core component of academic curricula.

POLIMI GSoM – Effective Online and Hybrid Teaching:

Luigi Gangitano (Chief of Digital Innovation, POLIMI Graduate School of Management) presented tools and practices that significantly improve the quality of online and hybrid teaching.

COIL and the Future of International Collaboration:

Eva Haug delivered a lecture on COIL (Collaborative Online International Learning), an approach connecting students and instructors from different countries in virtual joint projects.

Tomasz Jankowski, e-learning and adult education expert, shared his perspective on future teaching methodologies.



## Best Practices – From Declarations to Action:

- Andy Pole demonstrated how Coursera solutions help reduce student attrition.
- Elena Atanasiu, PhD presented the innovative Hy-Flex model, combining on-site and online learning.
- Anna Warda-Ritzen (PCG) discussed the conscious use of AI in teaching.
- Maciej Dowgiel (WSB University) shared methods of using AI to create educational graphics.
- Greg Margas showcased how generative AI is revolutionizing content creation and reshaping learning methodologies.

## Partners and Patrons

The Forum was supported by organizations shaping the ecosystem of digital education, technology ethics, and organizational transformation in Poland and Europe, including CloudTeam, Humanites, Center for Technology Ethics (CET), PCG Academia, Coursera, and the Katowice Special Economic Zone (KSSE).





# The Power of Technology, the Voice of Women – Women in Tech Summit 2025

Two days of inspiration, knowledge, and unique opportunities - this is the best way to summarize the Women in Tech Summit 2025, which gathered 10,000 participants and 500 speakers.

Across five stages, attendees explored over 200 technology-related topics, while 105 IT companies presented their offers at the job fair. Participants engaged in hands-on workshops, mentoring sessions, and networking events, turning the summit into a true technological celebration that opened doors to professional growth and career development.



Held on June 4–5, 2025, this was the largest and one of the most important European events dedicated to women in STEM and the technology sector, organized by the Perspektywy Foundation.

# Privacy in the Age of AI – Open Day of the Personal Data Protection Office at WSB University

Partner:



On February 6, 2025, WSB University hosted the 11th Open Day of the Personal Data Protection Office (UODO), co-organized with UODO under the Honorary Patronage of the President of the Personal Data Protection Office.

This event brought together representatives of public administration, business, academia, and data protection specialists to discuss the intersection of modern technologies, artificial intelligence, and privacy law.

## Discussion and Inspiration

The program included expert lectures addressing the latest regulatory trends and practical challenges:

- Konrad Komornicki – Deputy President of UODO  
Artificial Intelligence and the Protection of Fundamental Rights under the GDPR – Striking the Balance Between Technology and Individual Rights
- Tomasz Ochmiński – UODO  
The AI Act in Practice – Opportunities and Barriers to Implementing the EU Artificial Intelligence Regulation
- Eng. Krystian Mączka, PhD – WSB University  
The NIS2 Directive – New Standards for Network Security and Cyber Incident Management
- Assoc. Prof. Grzegorz Sibiga, PhD – Institute of Legal Sciences, Polish Academy of Sciences  
GDPR and Automated Individual Decision-Making (Art. 22) – The Risks of Algorithmic Decisions and the Need for Transparency

The event concluded with an open panel discussion, where participants shared their professional experiences with GDPR implementation and explored future challenges in data protection. It provided a space for deepening knowledge, building networks, and reflecting on the future of privacy in the digital era.







# “Professor Bobrowicz” – A Symbol of Knowledge and Diligence in Front of WSB University



This year’s WSB University Day featured a unique artistic highlight: the unveiling of “Professor Bobrowicz,” a new sculpture placed at the main entrance of the campus.

The beaver, long a symbol of intelligence, diligence, and perseverance, now serves as an ambassador of these values - shared by both the City of Dąbrowa Górnicza and WSB University.

The sculpture was created by Andrzej Zaradkiewicz, a renowned Kraków artist and author of the Educator of the Year monument and the commemorative bench dedicated to Barbara Pikiewicz, founder and Chancellor of WSB University. His latest work combines the dignity of academia with a touch of humor, embodied in the beaver’s cheerful smile, inviting students, faculty, and visitors to reflect and be inspired.

**The unveiling ceremony was attended by representatives of the University authorities and Marcin Bazylak, Mayor of Dąbrowa Górnicza.** The event symbolized pride, community, and the close relationship between the University and the City.

Beavers have long been an emblem of Dąbrowa Górnicza: Bóbr Dąbrowiak decorates the fountain in front of the Palace of Culture, and Bóbr Górnik, designed by 9-year-old Mikołaj, stands by the Szygarka Museum. Now, “Professor Bobrowicz” joins them as a symbol of knowledge, hard work, and continuous growth.





# Student Research Clubs Driving Innovation

Collaboration, innovation, and academic engagement were the hallmarks of the 2nd Interdisciplinary Conference of Student Research Clubs, held on March 14, 2025, at WSB University in Dąbrowa Górnicza.

The event was part of the “Student Research Clubs Create Innovation” program, funded by the Polish Ministry of Science, which supports the development of student research and its implementation in practice.

## Practical Research with Real-World Impact

During the conference, student research teams presented the results of ministerially funded projects, including:

- Modeling 3D Virtual Space for Infrastructure Safety Assessment – ITLogis Student Research Club
- Impact of Remote Testing on Reducing Scratching in Patients with Chronic Itch – Cosmetology Student Research Club
- Comparison of Digital and Traditional Stethoscopes in Patient Assessment – Emergency Medical Services Student Research Club

## Crossing Disciplinary Boundaries

In addition to funded projects, other student research clubs showcased their work, including:

- Nursing Student Research Club
- Psychology and Sexology Student Research Club IntiMind
- ProjectGO – Interdepartmental Student Research Club
- Translitteraria Research Club
- International Security Research Club Save the World
- Law and Administration Research Club Docendo discimus

## Building an Academic Community

The conference was not only a platform for sharing research results but also an important integrative event, enabling students to exchange experiences, network across disciplines, and form new collaborations.

By creating such opportunities, WSB University fosters the growth of young researchers, promotes the exchange of ideas, and strengthens the academic culture that underpins social and economic development.

# Shared History, Shared Future – WSB University Alumni and Student Association

WSB University Alumni and Student Association plays an active role in building and strengthening the University's academic community. Its mission is to support the educational, professional, and social development of students and graduates while cultivating a lasting sense of belonging.

The Association organizes training sessions, workshops, volunteering activities, as well as educational and social projects that provide members with valu-

able hands-on experience. Its members regularly take part in University events, assist in promotional initiatives, and represent WSB University at education fairs, open days, and national conferences.

Collaboration with the Dąbrowa Górnicza Business Incubator fosters entrepreneurial mindsets and encourages students to engage proactively with the local business environment. The Association is open to all students and graduates who wish to gain expe-

rience, develop soft skills, and contribute to a community based on cooperation, initiative, and mutual support.

## Direction: Engagement – Students on a Mission

One of the flagship initiatives coordinated by the Association was the project “Student 4.0 – Preventing Dropout in the Era of Digital Education”, co-funded by the Ministry of Science under the program Organizing and Animating Activities for the Academic Community (2024 edition).

The project focused on supporting first-year students in navigating the challenges of hybrid and digital education.

### Key results included:

- Development of an e-learning course with more than 5,000 participants,
- Creative Design Thinking workshops aimed at preventing academic failure and reducing dropout rates.

In 2024, the Association also implemented two volunteer projects co-funded by the Governmental Youth Fund Program (2022–2033) through Caritas of the Diocese of Sosnowiec:

## Student Volunteering Academy

This program promoted the idea of helping others while developing students’ social and leadership skills.



**Highlights included:**

- Academic Volunteering Day – a lively event presenting diverse forms of social engagement and encouraging participation in charitable activities.
- Training cycle “Volunteer as a Leader of Good” – enhancing organizational, communication, and interpersonal skills and preparing students for leadership roles in volunteer teams.
- Study visits to public benefit organizations, offering insight into professional aid structures and inspiration for local initiatives

**For You, For Yourself – Join the Student Volunteering Club**

This project engaged students and members of school

and parish Caritas clubs from the Diocese of Sosnowiec, helping them gain knowledge and practical experience in volunteering.

The program included:

- Three specialized training sessions on communication, team building, and volunteer project management.
- Active participation of 15 young volunteers, who, together with members of WSB University Third Age University, organized activities for seniors struggling with loneliness.
- A culminating integration event “Volunteers for Seniors” attended by over 100 seniors, featuring a Christmas concert by The Voice of Poland participant Antoni Zimnal, contests, and opportunities to build new social ties.

# Student Volunteering Club

## – Social Engagement in Action

Operating under the Alumni and Student Association, the Student Volunteering Club is a key driver of civic engagement among WSB University students.

**Its initiatives include:**

- Study visits to organizations such as the Betlem Association in Jaworzno and St. Thomas Hospice in Sosnowiec.
- The annual “Be St. Nicholas” campaign, during which volunteers prepare holiday gifts for children and those in need.

Through these initiatives, students transform knowledge into action, developing empathy, responsibility, and openness - essential qualities of future leaders and socially engaged citizens.

### Young Leaders – The Strength of Student Governance at WSB University

At WSB University, we consistently put into practice the idea of a participatory university, where students and doctoral candidates actively co-create academic life.

The Student Government and Doctoral Student Government play a key role in this process - representing the interests of their peers and fostering open dialogue with university authorities.

The Student Government works to ensure the quality of education, supports student initiatives, and builds a sense of community by organizing educational, cultural, and sports events. It represents students in matters crucial to their academic development and everyday experience at the University.

Thanks to the commitment of both governing bodies, WSB University remains an open and supportive space co-created by the entire academic community.

**Student Government of WSB University**

- Dominika Maks – Chair
- Danylo Vysotskyi – First WSB University Chair
- Przemysław Polnik – Second WSB University Chair
- Amelia Niepsuj – Secretary
- Martyna Persa – Treasurer

The Doctoral Student Government supports early-career researchers in their scientific and teaching journeys, advocates for their needs, and actively contributes to shaping the University’s research and innovation environment.

**Doctoral Student Government of WSB University**

- Aleksandra Samira-Gajny – Chair
- Magdalena Drózd-Szeflińska – WSB University Chair
- Urszula Szulc – Secretary





# Student and Graduate with Passion

I am currently studying Project Management as WSB University. My primary profession is dentistry, and I practice as a dentist both in Azerbaijan and Germany. I chose to study project management because I am working on launching innovative projects that require both medical expertise and business leadership.

During my dental career, I have achieved significant accomplishments for instance, collaborating with professors to implement the Chamfer method in maxillofacial surgery and publishing those findings. Dentistry, to me, is a perfect blend of science, art, and strategy.

My ambition is to bring innovation into the dental field, especially in a rapidly digitalizing world. With strong foundations in medicine and project management, I aim to integrate AI and modern business tools to improve patient care and clinic efficiency. As I often say: dentistry is 50% medicine, 50% business, and I want to excel in both.

Ferid Rustemli

Student in Management specialization  
in Project Management



I chose nursing because I have always wanted to work with people. In high school, I attended a medical-rescue class, and that was when I confirmed that this was the path I wanted to follow.

What gives me the greatest satisfaction is building a connection with patients. I often hear that they feel calmer in my presence - and that gives me a great deal of motivation. I approach my studies with responsibility and commitment, but also with balance. I know that nursing is a profession where mental resilience is essential. I am glad that I can combine learning with physical activity and working at the university, as each of these areas helps me grow in a different way.

One of the most meaningful experiences for me was helping an injured child at the scene of an accident - a challenging situation that showed me how the knowledge gained during my studies can truly save lives. In my free time, I ski, rollerblade, and go to the gym - staying active helps me maintain a healthy balance between demanding studies and everyday life.

Julia Ciastoń

Nursing Student, Winner of WSB University  
Golden Index



I recently completed my Master's degree in International Business at WSB University. I chose this path because I am fascinated by how global markets function and how businesses respond to evolving customer behavior. My biggest academic milestone so far was defending my Master's thesis on the impact of e-commerce in Poland - a subject that truly reflects the changing face of modern consumerism. I currently work as a Managed Service Specialist at Vialto Partners in Krakow. I am passionate about improving customer experience, supporting people through service, and fostering sustainability in business. My international journey also included an Erasmus exchange in Bergen, Norway, where I gained insights and friendships that shaped both my personal and professional growth. Looking forward, I plan to pursue a PhD focused on global commerce and digital innovation.

Sudhanshu Palandurkar

Graduate of the master's degree program in Management specialization in International Business

My swimming journey began at the age of seven, and just a year later I joined the swimming section of the Sikret Gliwice club. During high school, I became the champion and WSB University champion of Silesia in the 200, 400, 800, and 1500 m distances.

At university, I discovered ice swimming - competing in water temperatures below 5°C - and during my debut at the Polish Cup, I won the 50 m and 100 m events.

At the Polish Championships, I became the winner of the 50 m and 100 m butterfly events in the open category, with my 50 m result ranking 2nd in the world. Soon after, I competed in the European Cup held in the Baltic Sea (water temperature as low as 1°C), winning 2nd and 3rd place in freestyle and butterfly.

I am now preparing to participate in the European Championships in Italy and the World Championships in Finland in 2026. My sporting achievements have earned me not only medals but also the Rector's Scholarship.

Kewin Koziółek

Student of Emergency Medical Services,  
Recipient of the Rector's Scholarship for Sports  
Achievements



# Career Office – Connecting People and Opportunities

## 16th Job and Internship Fair

The 16th edition of WSB University's Job and Internship Fair took place from March 31 to April 6, 2025, gathering 40 employers who presented over 1,000 job, internship, and training opportunities.

Seventeen training sessions and workshops were organized, attracting hundreds of participants.

In addition to workshops, the Career Office offered:

- professional CV photoshoots,
- one-on-one CV consultations,
- a company knowledge quiz with prizes.

## 17th Global Entrepreneurship Week

From November 18–24, 2024, WSB University joined the international initiative Global Entrepreneurship Week, which promotes conscious development, a proactive attitude, and business initiatives.

As every year, the University organized workshops and training sessions designed to help participants develop soft skills, leadership abilities, and entrepreneurial competencies.

Sessions were led by experts including PhD Edyta Nowak-Żółty, PhD Iwona Burka, Sylwia Bartela, MA, Małgorzata Małecka-Tomala, MA, Magdalena Masłowska, MA, and Paweł Urgacz, MA.

The program covered topics such as:

- communication,
- team building,
- creative and design thinking,
- entrepreneurship education.

## Study Visits

As part of their practical education, WSB University students took part in numerous study visits and conferences, allowing them to explore modern technologies and experience the realities of work in selected organizations.

The Career Office organized trips for students to the Infoshare conference - an event for IT leaders, company founders, IT managers, developers, and specialists - as well as visits to:

- Municipal Police Headquarters in Bielsko-Biała
- Detention Centre in Krakow
- The Sejm of the Republic of Poland in Warsaw
- Warsaw Stock Exchange
- Special Educational Centre for the Deaf and Hard of Hearing in Racibórz
- SD Worx company in Katowice

# An Inclusive University – Equality and Accessibility as Core Values

WSB University is a modern and socially responsible institution, consistently implementing a policy of equality and inclusion, creating an open and supportive environment for all stakeholders.

We build strong pillars of accessibility through everyday practice, ensuring that diversity is seen as a value and accessibility as a standard.

Only when everyone has equal opportunities can we collectively build a future without barriers.

## Center for Students with Special Needs

As of January 1, 2025, the Office for Students with Disabilities was transformed into the Center for Students



with Special Needs (COSP), expanding its scope to include a wide range of accessibility initiatives.

This transformation is part of the project “Development, Education, Learning Without Barriers. WSB University Available and Supportive to All Stakeholders,” implemented under the European Social Fund Plus, Priority 3 – Accessibility and Services for People with Disabilities, Action 03.01 – Accessibility of Higher Education.

The project covers eight key areas of accessibility, including:

- information and communication accessibility,
- architectural accessibility,
- digital and technological accessibility.

Support is available to all stakeholders - students, staff, doctoral candidates, postgraduate participants, members of the University of the Third Age and Children’s University, high school students, and participants of educational programs - both during and after the project’s completion.

## Equality in Practice

Equality does not mean treating everyone the same - it means creating conditions that allow each person to fully participate in the education process.

WSB University implements solutions enabling students with special needs to study on an equal footing with others, including: individual adjustments to exams and course requirements,

- access to learning materials in appropriate formats,
- psychological and counseling support,
- scholarship programs (for students with disabilities, Rector’s Scholarship, social scholarships, emergency financial aid, academic achievement scholarships),
- adapted infrastructure (elevators, ramps, accessible restrooms),
- access to a Special Needs Officer and a team of specialists,
- faculty-appointed Special Needs Coordinators,
- access to Multisport cards.

## Inclusive Approach to Education

Inclusion in education is not just about removing barriers - it is about building a culture of respect, acceptance, and collaboration among all members of the university community.

Inclusion means taking actions that enable full participation and engagement. For students, this translates into striving to obtain higher education and gaining confidence in their chosen profession.

WSB University promotes openness and social awareness through campaigns and events that celebrate diversity, such as:



### 3rd Interdisciplinary Scientific Conference “Quality of Life Conditioned by Disability”

Held on December 4, 2024, this event was organized for the third time by Assoc. Prof. Olga Nowotny-Czupryna, PhD (AWSB), Collegium Medicum – WSB University’s Medical Faculty, and Sylwia Bartela, MA, Plenipotentiary for Students with Special Needs.

This year’s theme was: “THERE CAN BE ANOTHER WAY – The Bright Side of Power.”

As every year, the conference was part of the Action Program for People with Disabilities in Dąbrowa Górnicza (2022–2026).

To highlight the idea that “Music doesn’t judge – it simply feels,” the event was accompanied by a recital performed by the university’s own AWeSomeBand.

#### Panel Debate “Disability and the Labor Market – How to Effectively Support the Employment of People with Disabilities?”

Held on May 22, 2025, this debate was co-organized with the Social Insurance Institution (ZUS) and the City Hall of Dąbrowa Górnicza.

Participants included representatives of ZUS, PFRON, the City Hall, the District Labor Office, the FAR Foundation for Active Rehabilitation, the “Win Together” Foundation, Occupational Therapy Workshops “Open Hearts,” representatives of WSB University’s University of the Third Age, and academic experts from AWSB.

This marked the launch of a series of debates focused on preparing and integrating people with special needs into the open labor market.



### Awareness Workshop “Disability – Get to Know, Understand, Accept”

A workshop held for high school students aimed at breaking stereotypes, raising awareness, and fostering empathy.

On May 28, 2025, the Plenipotentiary for Students with Special Needs also participated in a debate titled “People with Non-Standard Needs in School and Work: Children’s and Teenagers’ Rights in the Context of Child Protection Standards” - the fourth meeting in the series “Challenges for Modern Education in Response to Labor Market Demands”, organized by the Małopolska Regional Development Agency in Krakow.

### The Future Belongs to Inclusion

Creating an academic environment that is welcoming to people with special needs is an investment in the future. Equality and inclusion are not mere slogans - they are core values that directly affect the quality of education and the satisfaction of all stakeholders.

WSB University proves that a university can be a place where everyone has the chance to fully realize their potential. We focus on diversity, equal opportunities, and openness. We create an environment where everyone - regardless of background, age, ability, or identity - can learn, co-create, and feel like an integral part of the academic community.

Inclusion is our path to modern education, embedded as a real and actionable element of WSB University’s development strategy.



# When Academia Meets the Military – WSB University Academic Legion

## What is the Academic Legion?

The Academic Legion is a voluntary military training program for students and graduates of higher education institutions.

Its goal is to strengthen the personal reserves of the Armed Forces of Poland.

The program is open to both women and men who wish to undergo military training, obtain a military rank, and potentially pursue a professional military career.

Participation allows students to fulfill their passions while gaining additional qualifications.

### Participation Requirements:

- Completion of basic military training
- Polish citizenship

- No criminal record for intentional offenses
- Status as a student or a graduate (within 2 years of graduation)

## Academic Legion at WSB University

WSB University conducted the theoretical training for the non-commissioned officer module.

A total of 19 students successfully completed the theoretical part.

The training was delivered by a WSB University lecturer, representatives of the Military Police (Kraków Unit – Gliwice Detachment), and representatives of the Patron Military Unit - the 13th Silesian Brigade of Territorial Defense Forces in Katowice.

The project, titled “Academic Legion VIII”, was completed on May 30, 2025, and was funded by the Ministry of Science and Higher Education.

# Medals, Passion, Team Spirit – The Academic Sports Association

The Academic Sports Association (AZS) at WSB University is a true symbol of sporting passion and achievement. Our athletes win medals, break records, and promote fair play, strengthening the University's position in academic sports. The AZS team at WSB University has just completed an exceptionally successful year, one that will be remembered as a golden chapter in the club's history. Representatives of the University achieved impressive results both regionally and nationally, confirming their dominance in the academic sports environment.

The greatest team success came in Socca football, where WSB University team first claimed gold in the AZS Socca Cup qualifying rounds and then went on to win the national final – cementing their position among the very best in Poland. In men's volleyball, the AZS team once again demonstrated excellence by advancing to the semi-finals of the Polish Academic Championships, showing high levels of skill and determination in competing against the country's top academic teams.

In Silesia, AZS athletes were nearly unstoppable. The gold medal in the Silesian Academic Championships in Men's Football confirmed the team's excellent form, while numerous individual medals in other disciplines highlighted the versatility and dedication of WSB University athletes.







# Gala of Champions – Celebrating WSB University’s Sports Successes

Katowice, bringing together the sporting community of higher education institutions from the Silesian Voivodeship. The event summarized the 2023/2024 academic sports season and was attended by Prof. Marcin Lis, PhD, WSB University Rector for Student Affairs and External Relations, alongside numerous athletes and AZS officials from WSB University.

## Achievements:

- 1st place in the competition among non-public universities
- 4th place in the overall classification of all universities in the Silesian Voivodeship

## Individual Awards:

- Karol Król – AZS Gold Badge
- Julia Sadowska – AZS Silver Badge
- Martyna Persa – AZS Silver Badge
- Dominika Waldman – Special Commendation from the AZS AWSB President

Once again, WSB University’s representatives received many individual and institutional awards.



## Sports Disciplines Represented by AZS WSB University:

- Badminton
- Cross-Country Running
- Contract Bridge
- Darts
- Rowing Ergometer
- Futsal
- Judo
- Mountain Biking
- Basketball (5x5 and 3x3)
- Track & Field
- Alpine Skiing
- Football
- Handball
- Indoor Volleyball
- Swimming
- Socca Football
- Beach Volleyball
- Snowboarding
- Squash
- Sports Shooting
- Chess
- Tennis
- Table Tennis
- Powerlifting
- Floorball
- Sport Climbing
- Bench Press
- Sailing



# Executive MBA, MBA, ACCA, and Postgraduate Studies

## Premium Programs

### Executive MBA

Partners:



**POLITECNICO  
MILANO 1863**



- Participation in the PRISM Brain Mapping assessment, receiving a personalized mental resilience report
- A dedicated sustainable project management module delivered by experts from GPM Global (Green Project Management Global)
- Access to practical AI, ISO 9001, GSSI, and HRIS implementation tools to support business growth
- Certification opportunities: Lean Six Sigma Green Belt and Black Belt in project and process management

### Master of Business Administration

Partner:



- 1st place in the Perspektywy MBA Ranking 2025 in the category “Participants” (recruitment process, candidate professional experience, selection criteria, and participant diversity by nationality)
- 2nd place in “Graduate Career Support” (alumni associations, career support methods, and overall benefits of the diploma as rated by graduates)
- 3rd place in “Faculty Quality” (share of industry-experienced lecturers, academic staff qualifications, program director experience, and accessibility to students)

### Executive MBA - Water Industry

Partner:



**Dąbrowskie  
Wodociągi**

- Unique in Poland: A specialized MBA program developed with industry experts, tailored for current and future managers in the water and wastewater sector
- Advanced knowledge in finance, economics, and management – critical for ensuring profitability and operational efficiency of water utilities
- Completion of the program is one of the criteria for eligibility to sit on supervisory boards of state-owned companies, in line with the Act on the Management of State Property
- Very high academic quality supported by practical methodologies in quality and process management
- Completion of two implementation projects: systemic quality and process management and financial management solutions





## MBA in Healthcare

Partner:



Patronage:



- Ranked 17th among all MBA programs in Poland (Perspektywy MBA Ranking 2025)
- In accordance with the Regulation of the Minister of Health (February 21, 2022), completion of this program grants 66 educational points for doctors and dentists
- Comprehensive curriculum providing tools for effective management of medical institutions, including strategic management, law, and economics, with a focus on healthcare's legal and economic environment

- Completion significantly enhances career prospects and access to senior management positions – ACCA members are highly valued for their knowledge, analytical skills, and ability to make strategic decisions



## ACCA - Finance and Accounting in an International Environment

Partner:



- Global prestige: ACCA (Association of Chartered Certified Accountants) is one of the world's most recognized finance and accounting qualifications, opening career doors worldwide
- Program participants gain access to real case studies and industry best practices from EY experts
- ACCA-accredited graduates are exempt from selected ACCA exams: Business & Technology, Management Accounting, Financial Accounting, Corporate & Business Law, Taxation, Performance Management, Financial Reporting, Audit & Assurance, Financial Management

*The overarching goal of all MBA programs at WSB University is to deliver modern management knowledge and develop practical competencies in: Problem-solving, Strategic development, Decision-making, Financial management. Collaboration with EY ensures access to cutting-edge knowledge, best practices from industry leaders, and valuable business networking opportunities.*

*Michał Bleszyński  
FCCA, CIA | Senior Manager | EY*

## ACCA Strategic Professional

Partner:



- Prepares students for the final four ACCA exams at the Strategic Professional level
- Graduates are well-prepared to pass on the first attempt, accelerating their membership in the global ACCA network



# Fields of the Future, Available Today

## – The Academic Offer of WSB University

### Economics at WSB University – Studies That Open the Market of the Future

Economics is a field that never loses its relevance – on the contrary, it is gaining importance in a world of uncertainty, digital transformation, and globalization. By studying economics at WSB University, you gain knowledge that allows you to understand and shape economic processes – local, national, and international. You learn to make decisions that affect social life, business, politics, climate, and technological development.

#### **New Specializations – Responding to the Needs of Tomorrow**

In an era of global economy and blurring economic borders, competences in international markets are not just an asset – they are becoming a necessity.

The International Markets specialization focuses on key issues related to foreign trade, international investment, customs policy, regional integration, and the influence of global institutions on local markets. The program provides an understanding of the mechanisms shaping economic relations between countries, the principles of operation of international organizations (such as WTO, IMF, or the EU), and tools for analyzing foreign markets.

Particular emphasis is placed on the practical aspects of running a business in an international environment – from export and import strategies, through currency risk management, to assessing the attractiveness of target markets.

The International Markets specialization constitutes a solid foundation for working in international corporations, consulting companies, government agencies, chambers of commerce, financial institutions, and organizations supporting the development of economic cooperation.

#### **Real Estate and Investments**

The curriculum covers, among others:

- mechanisms of the commercial and residential real estate market,

- the basics of valuation, financing, and real estate trading,
- legal and tax aspects of investing in fixed assets.

Attention is also focused on modern trends – such as sustainable investments, ESG in real estate, energy transformation of buildings, and the development of mixed-use projects.

Graduating in this field allows you to pursue a career in banking, investment consulting, real estate agencies, investment fund societies, corporate real estate departments, and public administration units responsible for spatial planning and land management.

#### **Timeless Versatility**

The Economics program at WSB University also offers specializations that have enjoyed the appreciation of employers and graduates for years:

- Business Analysis and Data Science – for those who want to combine economic competences with data analysis skills.
- Banking and Insurance – a specialization preparing for work in financial institutions – from banks and insurance companies to modern fintech firms and financial analysis departments. Students gain practical knowledge in financial products, risk management, banking law, and digital technologies in finance.
- Managerial Economics – a path created for future leaders who want to combine economic knowledge with management skills. This specialization develops competences in strategic analysis, managerial decision-making, resource management, and organizational process optimization. Perfect for those planning a career in business management, business analysis, strategic consulting, or economic administration.
- Sustainable Development of Organizations – designed for those who want to run a business responsibly, in accordance with environmental and social values. The program covers ESG management, green transformation, corporate social responsibility, and non-financial reporting.

## What Makes Economics at WSB University Stand Out?

- Strong business orientation – classes are conducted by experienced practitioners, and students carry out projects in cooperation with real companies and institutions.
- International dimension of studies – mobility programs, lectures in English, and contact with foreign partners prepare students to work in a global environment.
- Flexible organization of studies – the possibility to choose the study mode (full-time, part-time, or online) allows combining education with work and other activities.
- Future-proof competences – we develop skills that matter on the market: communication,



*“Economics is neither physics nor chemistry – you won’t find a formula here that always gives the same result. It is largely the art of observing people, their decisions, and emotions, which later form economic mechanisms. This is why it is worth understanding – because it affects all of us, every day, from store prices to state stability. By knowing its principles, we not only navigate the world of finance better but also learn to maintain a healthy distance from promises and forecasts. And believe me, that is priceless.”*

Marek Zuber

Lecturer, Executive MBA Studies, WSB University

data analysis, strategic thinking, leadership, and change management.

- Professional career support – access to career advisors, attractive internships, and job offers from reputable business partners.

## Finance and Accounting at WSB University – Your Stable Investment in the Future

The Finance and Accounting program at WSB University is a response to the growing demand for experts who not only understand numbers but can also draw strategic conclusions from them.

**New Specializations – A Strong Response to Market Challenges**

In times of global instability – geopolitical, economic, and technological – risk management is becoming one of the most sought-after competencies in the financial sector.

**The program focuses on:**

- analyzing the mechanisms of financial markets,
- valuation of financial instruments,
- identifying and controlling risks: credit, investment, operational, liquidity, and systemic.

The curriculum combines theoretical knowledge with analytical practice – it includes creditworthiness assessment, market risk analysis, transaction hedging methods, the use of derivatives, as well as supervisory regulations and risk management standards in financial institutions.

A particular value is placed on developing skills in using professional financial analysis tools, forecasting, and working with real market data. An important element of the program is also understanding the links between risk and strategic investment decisions.

Graduates of the program find employment in banks, insurance companies, brokerage houses, investment funds, consulting firms, as well as supervisory and regulatory institutions.

### Accounting, Taxes, and Financial Audit

Financial transparency, compliance with regulations, and reporting responsibility are the foundation of modern organizations – regardless of their size or industry.

This specialization is designed to comprehensively prepare students to work in the area of financial and managerial accounting, auditing, and tax advisory.



### The curriculum includes:

- detailed analysis of accounting systems,
- methods of preparing financial statements,
- principles of bookkeeping,
- national and international accounting standards (NAS, IFRS),
- tax law regulations and internal control procedures.

Supplementary topics include professional ethics, the responsibility of statutory auditors, and the use of IT tools supporting reporting and audit processes.

Particular emphasis is placed on practical aspects of the profession – interpretation of regulations, analysis of accounting documents, assessment of tax risk, and preparation for control and audit processes.

Completing the Accounting, Taxes, and Financial Audit specialization provides a solid foundation for obtaining professional certificates (e.g., in accounting, auditing, or tax advisory) and for taking up employment in accounting offices, audit firms, corporate finance and accounting departments, tax offices, tax advisory firms, and financial institutions.

### Specializations of Lasting Importance

Additionally, the program offers specializations that are an inseparable part of the modern financial landscape:

- **Corporate Finance** – for those who want to make key financial decisions in companies – from profitability analysis to capital and risk management. The program trains future financial analysts, controllers, CFOs, and board advisors.
- **Digital Technologies in Finance** – for those who want to be part of the digital revolution in finance. The program combines financial knowledge with skills in using modern technologies – such as process automation, data analysis, cloud solutions, and fintech applications.
- **Financial and Investment Advisory** – for those who want to help others make accurate financial decisions – both individual and institutional clients. The program includes capital market analysis, investment portfolio creation, wealth management, and financial and retirement planning.

The curriculum includes a detailed analysis of accounting systems, methods for preparing financial statements, principles of bookkeeping, national and international accounting standards (NAS, IFRS), as well as tax law regulations and internal control procedures. It is complemented by topics related to professional ethics, the responsibilities of statutory auditors, and the use of IT tools supporting reporting and auditing processes. Special emphasis is placed on the practical aspects of the profession – interpretation of regulations, analysis of accounting documents, assessment of tax risk, and preparation for control and audit processes.



Completing the Accounting, Taxes, and Financial Audit specialization provides a solid foundation for obtaining professional certificates (e.g., in accounting, auditing, or tax advisory) and for taking up employment in:

- accounting offices,
- audit firms,
- corporate finance and accounting departments,
- tax offices,
- tax advisory firms,
- and financial institutions.

## Specializations of Lasting Importance

In parallel, the program offers specializations that are an inseparable part of today's financial landscape:

- **Corporate Finance** – a specialization for those who want to make key financial decisions in companies – from profitability analysis to capital and risk management. The program educates future financial analysts, controllers, CFOs, and board advisors.
- **Digital Technologies in Finance** – a specialization for those who want to be part of the digital revolution in finance. The program combines financial knowledge with the ability to use modern technologies – such as process automation, data analysis, cloud solutions, and fintech applications.
- **Financial and Investment Advisory** – a specialization for those who want to help others make sound financial decisions – both individual and institutional clients. The program covers capital market analysis, investment portfolio creation, wealth management, and financial and retirement planning.

## Why Study Finance and Accounting at WSB University?

- **Individualized Approach to Students** – academic tutoring, mentor support, and the ability to personalize your learning path in line with your planned career.
- **Strong Faculty Expertise** – classes are taught by experienced practitioners: statutory auditors, tax advisors, CFOs, investment analysts, and capital market experts.
- **Integrated Team Projects and Business Simulations** – students work on real business problems, developing teamwork and analytical thinking skills.



*“During my studies, I gained knowledge of organizational functioning and project management, as well as practical skills through workshops, case studies, decision-making games, and collaboration with business experts. I had access to modern tools and specialized software, as well as the opportunity to obtain international certifications. I believe that a major advantage of this program is its CEEMAN IQA accreditation, which confirms the high quality of education. The Management program at WSB University gave me solid foundations and confidence in making decisions, enabling me to successfully achieve my professional goals today.”*

*Justyna Haberka  
Graduate of Business Psychology*

- **Up-to-Date and Relevant Curriculum** – the course content is adapted to the current challenges of the financial sector, taking into account changing economic, technological, and regulatory conditions.
- **Strong Ties with the Business Environment and Public Sector** – opportunities to participate in conferences, seminars, debates, and research and development projects.
- **Access to Modern Tools and Work Environments** – students use up-to-date technological solutions supporting financial analysis, data modeling, and business decision-making.
- **Opportunities to Join Student Research Groups and Industry Competitions** – develop your interests through student research groups, specialized projects, and participation in themed competitions and practical simulations that help

gain experience and build competencies valued in the labor market.

- **Possibility to Gain Additional Skills** – students have access to specialized training and certifications that complement their field knowledge and increase their attractiveness on the job market.
- **High Recognition of the Diploma in the Job Market** – WSB University graduates are valued by employers for their readiness to work and their familiarity with up-to-date industry tools.
- **Possibility to Continue Studies in Postgraduate and MBA Programs** – pursue further development along a managerial or expert path.

## Management at WSB University – A Profession of the Future in a Changing World (Bachelor's Program)

The Management program at WSB University is designed for individuals who want to have a real impact on the development of organizations - regardless of industry or sector. This is a degree program that prepares students to become leaders, analysts, innovators, and strategists.

### Artificial Intelligence and Data Analytics

The program focuses on the practical application of analytical tools, artificial intelligence (AI), and machine learning in business decision-making, process management, and market trend forecasting. The curriculum includes data mining, predictive analytics, statistical modeling, decision process automation, and basic programming in environments used for data analysis (e.g., Python, R, SQL – depending on the selected courses).

Complementary subjects cover data ethics, cybersecurity, algorithmic accountability, and the responsible implementation of AI in organizations in compliance with regulations and social values. The program also develops skills in interpreting business data, data visualization, using Business Intelligence (BI) tools, and building a competitive market advantage based on analytics and operational and strategic process automation.

Graduates are prepared for positions such as data analyst, AI specialist, digital transformation manager, analytics solutions consultant, or leader of project teams implementing intelligent technologies.

## Human Resource Management

Human Resource Management has become one of the key areas determining the competitiveness and innovativeness of modern organizations. Today's HR is not just about recruitment processes, but above all, a strategic approach to building organizational culture, developing employee potential, strengthening engagement, and managing diversity and change.

The curriculum covers topics such as designing and implementing HR policies, competency management, compensation systems, performance appraisal systems, employer branding, HR digitalization, and employee wellbeing initiatives. A strong emphasis is placed on developing soft skills - communication, leadership, conflict resolution, and conducting development-oriented conversations.

Additional content includes HR Business Partnering, HR project management, labor law, HR analytics, and the use of modern HR tools - including HCM, ATS, LMS systems, and AI-based solutions.

Graduates are well-prepared to work in corporate HR departments, public institutions, training and consulting companies, and to serve as coaches, mentors, or organizational development specialists.

## Sustainable Organization Management and ESG Reporting

Modern organizations operate in an environment that increasingly rewards responsibility, transparency, and long-term thinking. Sustainable development and ESG reporting (Environmental, Social, Governance) are not just expectations of consumers, investors, and regulators - they are now the foundation for building long-term company value.

The curriculum focuses on integrating economic goals with environmental, social, and corporate governance aspects. It includes sustainability strategies, circular economy (CE) solutions, carbon footprint management, corporate social responsibility (CSR), diversity management, and compliance with national and international reporting regulations (including CSRD directive, EU taxonomy).

Special emphasis is placed on preparing students to develop ESG and non-financial reports, create environmental policies, implement Sustainable Development Goals (SDGs), and build competitive advantage based on transparency and ethical management.

Graduates are prepared for roles such as ESG specialists and managers, sustainability consultants, non-financial reporting analysts, and leaders of socio-en-



environmental transformation in enterprises, public administration, NGOs, and the financial sector.



## Public Administration Management

This program offers interdisciplinary preparation for work in local and central government administration as well as public institutions.

It covers strategic management in the public sector, office workflow organization, public policies, e-government, budget controlling, and mechanisms of civic participation.

Special emphasis is placed on developing skills in implementing innovative management tools, data-driven decision-making, managing public projects, and improving the quality of services provided to citizens.

Classes are taught by both academics and experienced civil servants, managers, and public sector experts.

Graduates are prepared for management and specialist positions in city and municipal offices, ministries, auditing institutions, EU fund agencies, as well as in organizations implementing local, social, and environmental policies.

## Timeless Specializations Offered in Management at WSB University

- **E-Marketing and E-Commerce** – This specialization prepares students to effectively manage brands and sales in a digital environment. The program covers online marketing, content marketing strategies, web analytics, UX/UI, SEO/SEM, and social media campaign management. Students also learn to work with leading e-commerce platforms such as Shopify, PrestaShop, and WooCommerce.
- **HR and Payroll in Practice** – A practical specialization focused on acquiring skills in labor law, social security, compensation, HR and payroll systems, and HRM tools. Graduates are prepared to work in HR departments, payroll teams, accounting offices, and shared service centers in both the private and public sectors.
- **Business Psychology** – This specialization focuses on the practical application of psychological knowledge in organizational settings. It includes topics such as interpersonal communication, team motivation, stress management, conflict resolution, leadership psychology, and negotiations. Students learn how to use psychological tools to build effective teams, improve performance, and support employee wellbeing.
- **Project Management** – The curriculum covers planning, execution, monitoring, and evaluation of projects, as well as the use of methodologies such as Agile, Scrum, PRINCE2, and PMI. Students gain skills in budget management, project team coordination, scheduling, and risk management.
- **Quality Management** – This specialization prepares students to implement and monitor quality management systems compliant with international standards (ISO 9001, TQM, Lean Management). Students learn process design, system auditing, risk analysis, and process optimization.

## Why Study Management at WSB University?

- **Market-driven curriculum** - designed in collaboration with industry practitioners, experts, and business representatives.
- **Focus on practice and future skills** - project-based learning, case study analysis, and business simulations.
- **Wide range of specializations** - allowing students to tailor their education path to personal interests and career plans.
- **Experienced practitioner-lecturers** - managers, consultants, project leaders, and trainers with years of experience across sectors.
- **International education environment** - courses available in English and opportunities for international exchange programs.

- **Support for entrepreneurship** - opportunities to develop start-ups and initiatives through the university's business incubator.

## Management – Master's Degree Program (Second-Cycle Studies)

Second-cycle studies in Management at WSB University are designed for those who want to have a real influence on people, processes, decisions, and strategies.

This is a program for experienced leaders and those just embarking on their leadership journey. It meets the needs of the job market across manufacturing, trade, and service sectors - both in Poland and internationally.



- **Strong links to business networks** - access to internships, apprenticeships, and collaborative projects with partner companies and institutions.
- **Modern infrastructure and digital tools** - students work with up-to-date platforms and technologies supporting management processes.

## New Specializations – A Response to the Future

### Human Capital Management

Human capital is now considered a key factor in gain-

ing competitive advantage and driving organizational growth. A well-designed and well-executed HR policy affects not only operational efficiency but also innovation, employee engagement, and team stability.

The curriculum focuses on strategic human resource management – from workforce planning, through competence development, to building a strong employer brand (employer branding) and managing diversity.

#### Key areas include:

- modern employee performance appraisal systems,
- remuneration and motivation models,
- internal communication,
- leadership,
- wellbeing,
- organizing work in a hybrid model,
- HR digital transformation.

The program emphasizes practical skills such as developing HR strategies, designing career paths, implementing HR analytics tools, and leading organizational change based on data and values.

Classes are conducted by experienced HR practitioners – consultants, trainers, and organizational leaders – allowing students to stay up to date with trends and challenges facing HR departments.

Graduates are prepared for roles such as HR Business Partner, Organizational Development Manager, Training and Recruitment Specialist, HR Consultant, and for strategic positions in organizational culture, talent management, and leadership transformation.

## Strategic Leadership and ESG Management

This program focuses on shaping modern leaders capable of implementing and overseeing ESG (Environmental, Social, Governance) policies.

#### It covers topics such as:

- sustainable supply chain management,
- business ethics,
- green transformation,
- corporate social responsibility (CSR),
- diversity management,
- reputation management,
- preparation for non-financial reporting in accordance with CSRD directive and GRI standards.

Participants gain skills in strategic decision-making with consideration for environmental and social impact, ESG risk analysis, stakeholder relations management, and transparent communication of organizational values and objectives. Classes are delivered by experts with experience in strategic consulting, finance, compliance, and sustainability.

Graduates are prepared to assume roles such as ESG Leaders, Sustainability Managers, Strategic Advisors, Non-Financial Reporting Specialists, and members of teams responsible for implementing ESG transformation in businesses, public administration, and international organizations.

## Timeless, Practical and Universal Specializations

- **HR and Payroll in Practice** – Prepares students to work in HR departments, accounting offices, and public institutions. The program covers the practical aspects of labor law, HR and payroll documentation, payroll calculation, and operation of modern HR systems. Graduates are ready to work as HR and payroll specialists, HR business partners, or HR advisors in both the private and public sectors.
- **Quality Manager and Lean Management** – Focuses on process improvement, waste elimination, and building a culture of continuous improvement. The program provides training in modern quality management methods and lean tools applied in production, services, administration, and logistics.
- **Logistics Manager** – Prepares students to manage one of the most crucial areas of any organization – the supply chain. The program covers planning and optimization of logistics processes, including procurement, warehousing, transportation, and final delivery to the customer. Students develop strategic thinking, cost analysis, inventory management, and the use of modern logistics technologies. Special emphasis is placed on efficiency, speed, and adaptation of processes to changing market conditions.
- **Marketing and Sales Management** – Combines creativity with data analysis and a modern approach to market strategy building. The program focuses on designing customer experiences (CX), creating engaging marketing campaigns, and building strong, recognizable brands. Students develop skills in communication, consumer behavior analysis, negotiation, and sales process management, using digital marketing tools and e-commerce platforms.



- **Managerial Psychology** – Focuses on the human factor as the key element of every organization. The program develops skills in team relationship building, motivation, interpersonal communication, emotion management, and conflict resolution. Students acquire abilities necessary for leadership roles, taking into account psychological, ethical, and developmental perspectives. They are prepared to support teams, conduct coaching and advisory processes, and manage in a conscious and empathetic way.
- **Occupational Health and Safety (OHS) Management** – Prepares students for key roles in workplace health and safety management in both the private and public sectors. The program covers hazard identification, occupational risk assessment, procedure development, training, and OHS audits. Students develop competencies needed to create a safe and legally compliant work environment.
- **Business, Public, and Social Project Management** – Educates students in comprehensive project management: from planning and budgeting, through scheduling and execution, to result evaluation. The program is based on modern project management methodologies such as Agile and PMI, with an emphasis on efficiency, flexibility, and accountability. Students develop strategic thinking, decision-making, and project team coordination skills across business, public, and social sectors. Graduates are ready to take on the role of project managers who can successfully implement change, respond to challenges, and create real value for organizations and society.
- **Real career support** – Mentoring programs, internships, and job opportunities with trusted partners are an integral part of the learning and professional development process.
- **Skills for the future, demanded today** – Leadership, critical thinking, diversity management, ESG, digital transformation, data analytics - everything modern employers expect.

## Finance and Accounting Management – For Those Who Want to Manage Capital Wisely and Shape Financial Strategy

The Finance and Accounting Management specialization in the Master’s program at WSB University is designed for those who want to be more than accountants – for those who aim to become strategic partners within organizations, leaders of financial change, and creators of modern, data-driven management models.

This program offers much more than knowledge of balance sheets and taxes – it teaches how to forecast, analyze, and manage capital in both local and international contexts. Most importantly, it provides a fast-track path to the prestigious ACCA certification, thanks to numerous examination exemptions.

### What does the Finance and Accounting Management program provide?

- Comprehensive preparation for careers in finance and accounting

The program offers the knowledge and practical skills necessary to navigate the world of finance – from financial statement analysis and managerial accounting to controlling, taxation, and auditing. Students learn cost analysis, budget optimization, performance reporting, and supporting strategic decision-making, forming a solid foundation for a career in finance.

- Knowledge and competencies valued by employers

Classes are based on real-world tools and simulations that reflect the day-to-day work of finance and accounting specialists. Workshops, decision-making games, case studies, and access to industry software provide hands-on experience sought after on the job market.

- A pathway to prestigious ACCA certification

The program is aligned with the requirements of the Association of Chartered Certified Accountants.

## What Makes the Master’s in Management at WSB University Stand Out?

- **Practice-based learning** – Classes led by experienced managers, business experts, and practitioners. Instead of purely theoretical lectures, students engage with real-life case studies, projects, and simulations that prepare them for real professional challenges.
- **Flexibility tailored to individual needs** – Students can choose their preferred mode of study to fit their lifestyle and career plans, while maintaining a high academic and practical standard of education.
- **International perspective** – Courses conducted in English, exchange programs, and collaboration with universities and companies from around the world broaden horizons and enhance intercultural competence.

tants (ACCA), allowing students to receive exemptions from selected exams, shortening the road to the globally recognized certification and giving access to international standards in finance.

- Access to industry experts

Classes are taught by practitioners – tax advisors, auditors, CFOs, and professional trainers. Students not only gain expert knowledge but also insights into best practices and inspiring real-life examples.

- Wide career opportunities in Poland and abroad

Graduates are prepared to work as finance specialists, controllers, business analysts, accountants, investment advisors, and auditors – in large corporations, consulting firms, the SME sector, or their own businesses.

### International Relations – For Those Who Want to Understand the World and Shape Its Future

These studies develop the ability to analyze international processes, understand cultural, political, and economic contexts, and navigate the complex reality of the 21st century. The program combines theoretical knowledge with practical competencies applicable in both diplomacy and global business.

### Specializations – The World in Your Hands

- Diplomacy and International Communication

This specialization prepares students to represent the interests of states, companies, or organizations in international environments. It develops skills in intercultural communication, negotiation, and analysis of foreign policy and global interdependencies. The curriculum includes courses on the functioning of international institutions, methods for analyzing conflicts and interstate relations, and building dialogue and understanding in multicultural settings.

- International Trade

This specialization prepares students to operate in global business – in the fields of export, import, and international trade negotiations. The program focuses on the practical aspects

of doing business abroad, with particular emphasis on customs law, cross-border logistics, financial instruments, and economic policy. Students learn about trade exchange principles, market entry strategies, risk analysis, and building long-term partnerships with international stakeholders.

- International Business and Marketing

This specialization focuses on developing the skills needed to conduct marketing and business operations in international markets. Students learn how to create communication strategies for culturally diverse audiences, manage global projects, and build relationships with partners across different regions. The curriculum covers market trend analysis, intercultural competence development, and the use of tools supporting global market expansion.





## What Makes the International Relations Program at WSB University Stand Out?

- Practical preparation for work in international environments  
The curriculum is designed to provide competencies used in real professional settings and is delivered in cooperation with embassies, consulates, chambers of commerce, and globally operating companies.
- Mobility and international experience  
Through participation in exchange programs such as Erasmus+, students can study at partner universities and gain intercultural experience. Classes are conducted in English, and the presence of international lecturers and students prepares graduates for work in multilingual and culturally diverse environments.
- Interdisciplinarity as a competitive advantage  
The program combines knowledge from political science, economics, international law, management, sociology, and intercultural communication.
- Career prospects in Poland and abroad  
Graduates find employment in EU institutions, the UN, public administration, NGOs, internation-

al media, and as analysts, foreign trade advisors, and intercultural communication experts.

- Development of key competencies for the global job market

The program includes skills essential for the international sector: intercultural negotiation, public diplomacy, foreign policy analysis, and management in a complex international environment.

- Modern teaching methods

The program is based on mentoring, project-based learning, and practical activities. It includes participation in negotiation simulations, teamwork projects, and solving real-world international problems.

## Public Administration at WSB University – Modern Education for the Challenges of the 21st Century

Public Administration at WSB University is a first- and second-cycle program that combines a solid legal, managerial, and administrative foundation with the development of practical skills necessary in today's world.



The first-cycle program (Bachelor’s degree, six semesters) and second-cycle program (Master’s degree, four semesters) are tailored to the dynamically changing social, technological, and economic needs.

At the Bachelor’s level, students can choose from innovative specializations such as:

- Artificial Intelligence in Administration – preparing graduates to implement modern technologies in public institutions, from automating office processes to introducing e-administration solutions and improving cybersecurity.
- Administrative Consulting and Support for Foreigners – addressing the growing need for public administration that serves an increasing number of foreigners living, studying, and working in Poland.

The curriculum also includes specializations such as Labor Law and Social Insurance and Public Management and E-Administration. Classes are taught by experienced lecturers and practitioners – lawyers, civil servants, and technology experts.

Students take part in projects, workshops, and practical classes in cooperation with external partners from business and public sectors.

The Master’s program is designed for those who wish to deepen their knowledge and gain competencies relevant to modern public administration.

A new specialization, Sustainable Development and ESG in Administration, prepares students to design and implement policies and strategies in line with the principles of sustainable development, environmental protection, social responsibility, and good governance practices. The program includes analysis of the impact of administrative decisions on the environment and society, implementation of ESG standards, and designing policies aligned with global trends and legal requirements.

Classes are conducted with the participation of industry experts and practitioners, including cooperation with TÜV NORD.

Students of the Master’s program can also choose Public Administration or Business Administration specializations, developing legal, economic, and managerial knowledge and preparing for careers in public administration, local government, NGOs, and private companies.

The programs are enriched with project-based classes, simulations, workshops, and collaboration with numerous institutional and business partners.

Studying Public Administration at WSB University guarantees the acquisition of knowledge and skills that will allow graduates to function effectively in



*Law at WSB University is a great choice for those who want to combine solid knowledge with practice. During the program, students can visit the Court of Justice of the European Union, courts, and detention centers, gaining a deeper understanding of the justice system. In classes, students participate in mock trials and learn to draft legal documents, acquiring skills necessary for legal practice even before graduation. There is also the opportunity to join the Law and Administration Scientific Circle “Docendo Discimus”, which offers a platform to expand knowledge and share experiences. These are studies that offer real preparation for a legal career and professional legal apprenticeships.*

*Karolina Dragańska  
Law Student*

modern administration and meet the challenges of today’s world.

## Law at WSB University – Modern Legal Education with a Focus on Practice

The Law program at WSB University is designed to educate modern lawyers who gain not only a solid theoretical foundation but also valuable practical competencies.

The curriculum covers constitutional, criminal, administrative, civil, labor, and social security law, public finance and financial law, public and private international law, EU law, business, and commercial

law. Students are also prepared for work related to administrative, judicial-administrative, civil, and criminal proceedings.

The program is enriched with modern elective courses such as:

- Law in the Digital Era: Cyberlaw, AI, and New Technologies
- The Child in Criminal Proceedings
- Law and Institutions of the European Union

Students at WSB University put on professional legal robes and play the roles of judges, prosecutors, attorneys, and legal advisors, which allows them to practice courtroom procedures and litigation skills in realistic conditions.

An innovative element of the curriculum is the "Law in Practice" course, in which students attend real court hearings and prepare detailed reports analyzing the cases. These initiatives help future lawyers better understand how the justice system operates and develop analytical, argumentation, and legal interpretation skills.

## National Security at WSB University – Modern Studies for Future Security Leaders

The National Security program has long been recognized by students, professionals in state security services, and ranking agencies.

The education combines a strong theoretical foundation with practice, thanks to state-of-the-art infrastructure, including one of the most modern forensic laboratories in Silesia, virtual shooting simulators, design thinking workshops, and case study methods.

The Bachelor's program provides the knowledge and skills necessary to work in public administration, uniformed services, and private entities operating in the field of state and citizen security.

Students learn criminology and forensics, acquire skills to detect, prevent, and combat crime, learn techniques for discovering and securing forensic evidence, understand criminal behavior psychology, and develop competencies in crisis management and civil protection.

A new specialization at the Bachelor's level – Cybersecurity and Cyberthreat Prevention – responds to the growing importance of protecting cyberspace and prepares graduates for careers in IT infrastructure security, cyberattack prevention, and incident mitigation.

The Master's program is aimed at those planning to develop careers in uniformed services, public administration, and organizations responsible for internal security.

The program provides advanced knowledge in crisis management and command in crisis situations, with a strong emphasis on the principles characteristic of uniformed services, in close cooperation with the Voivodeship Crisis Management Center in Katowice.

Students can also specialize in Forensics and Criminal Profiling, developed with the participation of court experts, focusing on crime detection, investigation, event analysis, and offender profiling.

A new Master's-level specialization – Artificial Intelligence and Data Analysis in Security – prepares specialists to work in modern security systems using AI, big data, and digital technologies for the protection of the state and citizens, in both public and private sectors.



## English Philology

In an era of global connections, digital media, and international mobility, proficiency in English is no longer just an advantage – it has become the foundation of a career. The English Philology program is designed for those who want not only to be fluent in English but to use it as a tool for building their professional future.

The curriculum has been carefully designed to combine classical philological competencies with modern, practical preparation for work in multicultural, digital, and business environments.

Students can choose from six specializations, each responding to a specific need of today's job market:

- English in Business and Tourism – prepares students to use English in business and tourism contexts, with a focus on international trade relations and tourism services.
- English in New Media – responds to the needs of the world of digital communication and social media, turning English into a tool for creating messages, strategies, and narratives in the modern media landscape.
- English Studies with Chinese and English Studies with Spanish – ideal for students who want to combine English with a second language and cultural context.
- Translation – a popular specialization that develops skills in written and oral translation, both literary and specialized.
- Intercultural Communication in Business and Advertising – a new specialization created in response to the challenges of the global market, where effective communication requires not just language fluency but also cultural understanding. The program covers advertising message analysis, marketing strategies across different cultural circles, and the design of campaigns tailored to global audiences.

Students participate in translation projects that have been published in cooperation with Stapis Publishing House. Many take advantage of international mobility opportunities within the Erasmus+ program and short-term BIP (Blended Intensive Program) visits to universities in Belgium, Spain, and Slovenia.

An additional strength of the program is its student activity. The Transliteraria Scientific Circle brings together students interested in literature and translation – it organizes workshops, meetings with professionals, cooperates with cultural institutions, and offers opportunities for publication.

## Pedagogy

The Pedagogy program at WSB University combines academic rigor with practical preparation for professional challenges.

The curriculum reflects the latest educational trends, current legal regulations, and the real needs of the job market and society.

A long-standing tradition at WSB University is education in social rehabilitation – a specialization well-known and respected by students, uniformed services, and justice system institutions. Classes include diagnostics and methodology of rehabilitation work, readaptation techniques, basics of penitentiary law, and numerous workshops conducted by prison officers and criminal law specialists.

Thanks to close cooperation with penitentiary facilities in Wojkowiec, Mysłowice, and Sosnowiec, and the activities of the Center for Uniformed Services, students acquire practical skills required for service entrance exams.

In response to social change, the digital revolution, and the growing importance of psychosocial competencies, the program has expanded with new specializations at the Bachelor's level:

- Media and Digital Education – for those interested in the impact of technology on education, communication, and human development. Students learn to design educational campaigns, ensure digital safety, and use modern tools, including VR and AR, in teaching.
- Sociotherapy and Health Promotion – prepares future health educators, counselors, and specialists supporting children, youth, and adults in crisis situations and preventive work. The program emphasizes mental well-being, social integration, and community-based initiatives.
- Tutoring, Mentoring, and Coaching in Adult Education and Business – responds to the growing need for continuous professional and personal development.

### At the Master's level, two specializations stand out:

- Social and Care Pedagogy – prepares graduates to work with elderly individuals in nursing homes, senior clubs, and other care institutions.
- Art Therapy in Education – a unique program for those who want to support human development through creative activity, combining pedagogy, psychology, and artistic practice.





## Preschool and Early School Pedagogy

This program is offered in a practical profile, which means that a significant part of classes take the form of workshops, exercises, study visits, and pedagogical internships in educational institutions in the region.

Students observe and analyze real teaching and educational situations, take part in open lessons, and participate in field activities in preschools, primary schools, special education centers, and childcare institutions.

The program also emphasizes participation in national and international initiatives promoting reading among children. WSB University co-organizes educational campaigns such as the International "Reading in the Clearing" Action and the social initiative "People Write Letters", and engages in organizing and judging literary, recitation, and booktalking contests.

Graduates are fully qualified to work in preschools, grades 1–3 of primary schools, nurseries, children’s clubs, and institutions supporting child development.

## Special Needs Education

Special Needs Education is not just a field of study, but a practical answer to the needs of modern education, therapy, and support systems.

The long-cycle Master’s program at WSB University was created for those who want to professionally accompany children and youth in their development, especially when that development does not follow a harmonious path. Practical observations from counseling centers, schools, and therapy centers, conversations with alumni, and feedback from education and healthcare partners allowed for the creation of a modern curriculum that truly responds to labor market needs. Consultations with early intervention centers, psychological-pedagogical counseling centers, and speech therapy clinics ensured that the program is not only compliant with the Ministry of Education and Science standards but also up-to-date and implementation-ready.

From the fifth semester, students choose one of two specialization paths:

- Speech Therapy (Logopedics) – interdisciplinary preparation for diagnosing, treating, and preventing speech and communication disorders. The curriculum covers speech development, voice emission, articulation disorders, as well as neurology, audiology, psycholinguistics, and alternative communication methods.
- Early Childhood Intervention (WWRD) – focuses on working with children from birth to school



*The Psychology program at WSB University is an excellent choice for those who wish to explore human behavior, emotions, and the workings of the mind, while also developing practical skills in areas such as working with children and adolescents, providing crisis support, and applying psychology in business. The curriculum combines solid theoretical foundations with hands-on experience, and the University offers modern research facilities, opportunities to participate in engaging projects and study trips, and an inspiring atmosphere that fosters personal and professional growth.*

*Dominika Maks  
Chair of WSB University Student Government,  
Psychology student*

age, particularly those at risk of disability, with diagnosed developmental disorders, rare diseases, or neurodevelopmental delays. The curriculum includes elements of neurobiology, developmental psychology, physiotherapy, rehabilitation, and alternative communication.

Upon graduation, students earn a Master’s degree and full teacher qualifications, in line with national teacher training standards.

Graduates are prepared to work in special, inclusive, and integrative education – in public institutions and private therapy centers. Many also create their own workplaces: opening speech therapy clinics, offering early intervention services in patients’ homes, or collaborating with foundations and local governments.

## Psychology

The Psychology program at WSB University is offered in two formats: a 4.5-year uniform master's degree program for candidates beginning their higher education, and a 3.5-year master's degree program designed for graduates of bachelor's or master's studies. The curriculum has been designed in response to the current needs of the psychological services market and includes four specializations: Clinical Psychology, which prepares students for diagnostic and therapeutic work; Child and Adolescent Psychology, focused on development and support of the youngest; Business Psychology, which develops skills in management, communication, and teamwork; and a unique offering among private universities – Psychosexology, allowing students to explore topics related to sexual health, interpersonal relationships, and psychological support in the area of human sexuality.

Students have access to a Professional Psychological Test Laboratory, as well as a growing specialized collection of psychological literature. Additionally, a network of cooperation is being developed with mental health clinics, therapeutic centers, educational institutions, and companies implementing solutions in the field of work psychology.

Graduates find employment in psychological and therapeutic counseling centers, schools and educational institutions, training and consulting companies, social assistance structures, as well as in their own private practice.

## Sociology

The first-cycle (bachelor's) Sociology program at WSB University is an interdisciplinary and modern educational pathway, ending with the award of a bachelor's degree. The program offers four specializations de-

signed to develop specific professional competencies in areas where knowledge about people, their behavior, and motivations is crucial for success.

The Sociology of Business and Consumer Behavior specialization enables students to understand consumer purchasing decisions, teaches market analysis, the design of commercial communication, and strategies for building an organization's image.

Social Media and PR is a specialization that prepares students to work in the world of digital communication, online marketing, and brand image management. Students learn to design PR campaigns, analyze data from social media, create brand narratives, and respond to crisis situations.

Sociology of Sport and Tourism is a specialization for those who want to combine sociological reflection with a passion for sports, recreation, and travel. Students learn about the functioning of the sports and tourism sectors, how to manage events, promote regions, and create offers based on experience and emotions.

Human Resource Management trains future leaders, trainers, and HR specialists. The program combines issues of work psychology, interpersonal communication, and team management with knowledge of modern motivational and recruitment systems.

Students participate in group projects, practice public speaking, analyze real-life cases, and collaborate with experts and institutions. They acquire analytical, communication, and organizational skills – essential for working with clients, teams, and communities.

Graduates of Sociology at WSB University are prepared to work in both the private and public sectors. They find employment in advertising and PR agencies, HR and CSR departments in corporations, research companies, NGOs, digital media editorial offices, as well as in cultural and sports institutions.

# Collegium Medicum – Faculty of Medicine

Collegium Medicum of WSB University is a strong research and academic center and a dynamic hub for educating future specialists in medicine and related sciences. It combines a modern approach to teaching with a rich academic tradition. Collegium Medicum of WSB University offers education in six fields of study – Medicine, Nursing, Emergency Medical Services, Physiotherapy, Psychology, and Cosmetology.

The dynamic organizational and scientific development of Collegium Medicum has been recognized through:

- a positive evaluation by the Polish Accreditation Committee (PKA) for the Medicine program – PKA experts praised, among others, the curriculum, the promotion of student involvement in scientific societies (allowing better preparation for the medical profession), the teaching facilities including the infrastructure of the Multidisciplinary Medical Simulation Center, ongoing cooperation with hospitals and the involvement of employers in building the educational offer, as well as the research achievements of Collegium Medicum staff.

- a positive evaluation by the National Accreditation Council of Nursing and Midwifery Schools (KRASZPiP) for the Nursing program – KRASZPiP experts praised, among others, the curriculum, the active forms of classes beyond practical classes and professional internships (exercises in the nursing skills lab and technical nursing skills lab, specialized nursing care classes, clinical classes, training in BLS and ALS labs, simulation-based exercises in high-fidelity simulation rooms of the Multidisciplinary Medical Simulation Center), and the infrastructure (particularly the equipment and simulation infrastructure allowing classes at various fidelity levels with simulated or standardized patients).

## Achievements of Collegium Medicum Staff

Among numerous projects, research initiatives, and publications developed at Collegium Medicum in the 2024/2025 academic year, the following stand out:

- conferment of the title Professor of Medical Sciences and Health Sciences to Prof. Monika Bąk-Sosnowska, PhD, MD
- Minister of Science and Higher Education Scholarship for Outstanding Young Scientists awarded to Tomasz Gąsior, PhD, MD, Prof. WSB
- appointment of Marcin Miszczyk, MD, PhD as an Associate Member of the Prostate Cancer Working Group within the Young Urologists Office (YAU) of the European Association of Urology (EAU)

- distinction in the prestigious "Supertalents in Medicine" competition for Tomasz Gąsior, PhD, MD, Prof. WSB





- distinction in the 16th edition of the "Golden Scalpel" competition for Marcin Miszczyk, MD, PhD
- outstanding publications in the highest-impact medical journals: The New England Journal of Medicine (Impact Factor: 158.5), The Lancet Oncology (IF 41.6), Circulation (IF 37.5), European Urology (IF 25.3)
- membership in scientific societies including: European Society for Radiotherapy and Oncology (ESTRO), European Association of Urology (EAU), International Organization for Radiotherapy in Benign Conditions (IORBC), and Polish Pain Society (PTBB)
- recognition "Key Advancements of 2023 by IORBC" for the article Stereotactic Arrhythmia Radioablation awarded to Marcin Miszczyk, MD, PhD
- research internship at the Department of Dermatology, Harvard Medical School in Boston, and researcher position at the Cutaneous Biology Research Center, Harvard University, completed by Konrad Kaminiów, MD
- co-authorship of studies by Tomasz Gąsior, PhD, MD, Prof. WSB, which may play a key role in shaping worldwide recommendations for preventing heart failure in post-myocardial infarction patients. Prof. Gąsior is also the initiator and founder of Poland's largest community "Doctors in Clinical Research," bringing together physicians and medical students interested in clinical trials. In recognition of his scientific achievements, on December 18, 2024, the Scientific Council of the Medical Center of Postgraduate Education, by Resolution No. 1364, awarded him the degree of Doctor Habilitated (Dr. Hab.) in the field of medical sciences and health sciences in the discipline of medical sciences.
- participation of Marcin Miszczyk, MD, PhD in the team performing the first procedure in Europe using the results of his original clinical research on a new method of pain treatment in patients with advanced pancreatic cancer. This method, called celiac plexus radioablation, uses the latest stereotactic radiotherapy techniques.
- participation of Marcin Miszczyk, MD, PhD in research with Dr. Lawrence from Sheba Medical Center (one of the top hospitals in the world, employing nearly 1,250 physicians conducting research in oncology, hemato-oncology, and cardiology).
- research by Benjamin Grabarek, PhD, Prof. WSB on the typing of molecular markers to optimize conventional and targeted therapies, molecular and phenotypic characterization of the carcinogenesis process, with particular emphasis on endometrial and colorectal cancer.
- participation in the "Polish Clinical Scholars Research Training" program, implemented by Harvard Medical School Postgraduate Medical Education in cooperation with the Polish Medical Research Agency – Tomasz Gąsior, PhD, MD, Prof. WSB and Marcin Miszczyk, MD, PhD were selected among a prestigious group of Polish researchers and scientists conducting clinical research to take part in this advanced training led by Harvard Medical School experts. The program



offers advanced education in scientific research related to healthcare, with particular emphasis on clinical trials, and provides an opportunity to develop professional skills at every stage of the research process – from analytical techniques in epidemiology and biostatistics to designing and producing high-quality scientific publications.

## Medical Program

The six-year uniform master's degree program with a general academic profile in the field of medicine at Collegium Medicum – Medical Faculty of WSB University is a modern and interdisciplinary program for educating physicians, including an extended clinical education program in highly specialized hospitals. Sixteen specialized partner medical entities constitute the clinical and teaching base for the medical program.

### Teaching infrastructure within the medical program:

- Microbiological-microscope and microscope-histological laboratories equipped, among other things, with research microscopes designed for biological and medical studies and microbiological preparations.
- Anatomy laboratories with a dissection room equipped, among other things, with human bodies (female and male) and body parts preserved in formalin, three-dimensional anatomical models such as a human skeleton, child skeleton, loose bones, models of the spinal cord,
- spine, brain, head, eye, heart, kidney, ear, lungs, reproductive organs, joints, and skin. Among the models there are also sets of bones such as scapula bones, pelvic bones, ribs, vertebrae, patellae, humerus, radius, tibia, femur, and joints. In the laboratory, students use the advanced three-dimensional platform for learning anatomy – Complete Anatomy by Elsevier. Complete Anatomy offers a precise, interactive model of the human body consisting of 17,000 three-dimensional structures, with English and Latin terminology, full descriptions, a beating heart, muscle and bone movements, cross-sections, microanatomical models, quizzes, and tests.
- Physiology laboratories equipped, among other things, with: exercise physiology station: bicycle ergometer, treadmill, heart monitoring device, metronome, Wright peak flow meter, Barnes spirometer, electrocardiograph; physical examination equipment: hair esthesiometer, tuning forks, neurological hammers, tailor's tape measures, sphygmomanometer, stethoscopes, stopwatches; weighing station: electronic scale for measuring body weight and height; equipment for performing biophysical experiments: supports, levers, flat bars, dial indicator, sets of weights, electrodes, measuring systems, resistors with known resistance values.
- Clinical simulation laboratory for surgical procedure simulations with an operating block: 3 rooms: preparation, operating, recovery; equipment: 3 simulators – adult patient for surgical simulation, laparoscopic simulator, ultrasound with patient simulator, operating table with





anesthetic column, anesthesia machine with respirator, defibrillator for adults and children, patient monitor.

- Clinical simulation laboratory for intensive care: 2 rooms: preoperative and postoperative; equipment: 3 simulators: child simulator, infant simulator, imaging device simulator, 2 anesthetic hospital beds for child and adult, neonatal resuscitation station, child and adult defibrillator, portable ventilator for intensive care.
- Clinical simulation laboratory for non-surgical procedures: 2 high-fidelity simulators – adult and geriatric patient with a breathing simulator allowing respiratory therapy, ultrasound module.
- Clinical simulation laboratory for gynecological-pediatric procedures.
- Advanced high-fidelity newborn simulator.
- Delivery bed with newborn segment, gynecological chair.
- Virtual reality laboratories equipped with software enabling practical exercises using virtual patients, case analysis from such areas of medicine as: internal medicine, pediatrics, anesthesiology, emergency medicine and others, with the possibility of preparing the student, for example, to assess a patient's clinical condition, pharmacotherapy principles or procedures in a given clinical situation. VR makes it possible to repeatedly verify the student's skills in handling a given clinical situation and to assess the potential risk of making an error by the student.
- Center for Psychosomatics and Health Prevention, which brings together specialists carrying out interdisciplinary projects for mental and somatic health, e.g., EEG biofeedback – a non-invasive therapeutic method increasing the effectiveness of brain functioning and self-control of such physiological functions as: heart rate, breathing, muscle tension.
- Multi-profile Medical Simulation Center named after Prof. Kazimierz Imieliński, equipped, among other things, with:
  - 20 HIGH-FIDELITY SIMULATORS (adult, SimJunior children, newborn, SimBaby infant, premature infant, geriatric, delivery).
  - 18 INTERMEDIATE-FIDELITY SIMULATORS (adult, children, newborn, infant, premature infant, geriatric).
  - 140 LOW-FIDELITY SIMULATORS AND MODELS, including 77 trainers, 14 phantoms.
  - 250 PIECES OF MEDICAL EQUIPMENT (anesthesia machines, artificial kidney, training AEDs, defibrillators, stationary ultrasound machines with linear, convex, and vascular probes equipped with automatic optimization tools AOTO/ASO, UD Clarity, Speckle Reduction and Dual Focus mode, and portable ones, ECG machines, turbine transport ventilators, video laryngoscopes).
  - SOFTWARE AND TEACHING MATERIALS (Anatome virtual dissection table, 3D Organon Anatomy program, Digital Pathomorphological Atlas, Delta optical microscopes with 10MPx cameras and computers – 10 pcs., 4-wave diode lasers – 2 pcs., IPL+ Nd:Yag RF multifunction devices – 2





pcs.) – 17 items purchased in the 2024/2025 academic year.

#### Modern teaching tools:

- Complete Anatomy – 3D educational platform for learning anatomy.
- 3D anatomy learning table with software – an extensive image library containing detailed high-resolution anatomical images enabling effective teaching in medical fields.
- ORGANON 3D Anatomy – modern teaching tool using virtual reality (VR) and interactive 3D models for learning human anatomy.
- Physioex Platform – platform for physiology

classes; contains 63 laboratory simulations that complement real laboratories, allowing students to conduct experiments without harm to living organisms and animals.

- CarnaLife System – telemedicine platform for patient health assessment and monitoring and remote consultations with advanced diagnostics supported by 20 types of devices enabling remote measurements, such as: pulse oximeter, ECG, blood pressure monitor, thermometer, scale, auscultation device, and others.
- Comarch Optimed NXT HIS-class system – platform for preparing students to manage electronic medical records, provide e-Services: issuing e-Prescriptions, e-Referrals, and e-Sick Leave.
- VR technology – for classes in internal diseases, anesthesiology and intensive care, emergency medicine, pharmacology.

#### Practical clinical classes

Clinical classes and professional internships for medical program students are conducted in 16 partner medical entities with an established position and multi-specialist activity, which enable, among other things, preparing students in oncological treatment to provide services in the field of radiotherapy, chemotherapy, and immunotherapy, as well as guarantee access to nuclear medicine departments equipped with PET, and ensure broad access to laboratory diagnostics with specialized microbiological laboratories, tumor marker laboratories, immunodiagnostics, toxicology, parasitology, hematology, biochemistry, and others. Students have access to pathology depart-

ments, anatomical pathology departments, histopathology laboratories with dissection rooms located in 5 locations, thanks to which students can participate in the observation of autopsies.

Anatomy Laboratory, High-Fidelity Clinical Skills Laboratory for Surgical Procedures and OSCE, Microscope-Histological Laboratory, High-Fidelity Clinical Simulation Laboratory for Gynecological-Pediatric Procedures, Technical Nursing Skills Laboratory – Low and Intermediate Fidelity.

## Nursing – Bachelor’s Degree

The change in education standards from 2025 brings new solutions that have been used at WSB University to create an even more practical and intensive study program. This is a true entry into the world of clinical care – with the first contact with a patient even before entering the hospital. Before a student begins their

The study program goes beyond “pure practice”: it includes a professional ethics module, as well as medical terminology in English, preparing students to work in international teams. The culmination of education is the OSCE diploma examination – a practical test in simulated conditions – and a research-based diploma thesis with a presentation of results. This solution allows graduates not only to demonstrate professional competencies but also readiness to participate in the development of nursing practice. A graduate of WSB University is a nurse ready to work in any environment – from specialist hospital wards, through primary health care, to long-term and palliative care for patients – both in Poland and abroad.

## Nursing – Master’s Degree

The Master’s program in nursing at WSB University combines classical professional foundations with innovative areas of education that respond to the chal-



clinical placement, they have completed a minimum of 180 hours of high-fidelity simulation, 200 hours of training in skills laboratories, and 40 hours of physical examination practice. Clinical classes take place in carefully selected medical facilities, covering the most important areas of care: internal medicine, surgery, pediatrics, obstetrics and gynecology, Emergency Departments (ED), Intensive Care Units (ICU), primary health care, long-term care, and palliative care. Classes are taught by practitioners – nurses and physicians who work with patients every day. Thanks to this, students learn not only techniques and procedures but also teamwork, responsibility, and a culture of quality.

lenges of modern healthcare. In addition to courses in law, medical didactics, management in nursing practice, and multiculturalism, students also develop competencies in ESG, green leadership, clinical research, and community and regional nursing. The program offers the possibility of choosing specialized pathways – from healthcare leadership and project management in the spirit of sustainable development, to law and ethics of advanced nursing practice or evidence-based medicine in the context of environmental threats. Such a program allows for a real adjustment of the development path to the individual interests and professional aspirations of students.



Classes are taught by experienced practitioners – specialist nurses, physicians, clinical psychologists, educators, and management experts, who combine the perspective of bedside work with knowledge of the system and the future of the profession. Thanks to this, graduates not only gain qualifications to work in the most demanding clinical areas but also become leaders of change in healthcare – in Poland and abroad. The Master’s studies at WSB University prepare nurses for managerial, research, and teaching roles, opening the way to an academic career, work in international structures, and co-creation of modern nursing that responds to global and local health challenges.

### **Emergency Medical Services – Bachelor’s Degree**

Bachelor’s studies in Emergency Medical Services at WSB University are an entry into the realities of the National Emergency Medical System (PRM) from the very first classes. From the first semester of studies, we conduct “minute zero” scenarios, work in a simulated pre-hospital and emergency department environment, and a mandatory debriefing after each event. Modern technologies at the Multi-Profile Medical Simulation Center named after Prof. K. Imieliński are combined with the classical paramedic skillset: rapid assessment, safe procedures, teamwork communication, and responsible patient handover. We actively support the development of psychological resilience and well-being, because effectiveness in the field begins with non-technical competencies. Classes are taught by practitioners actively working in the system: experienced paramedics and emergency medicine physicians, team leaders and course instruc-

tors, triage specialists, mass event medical security experts, as well as clinical psychologists conducting stress-resilience training. Thanks to this, students hear not only “how it should be” but above all “how it actually is” – from the first contact with a casualty, through cooperation with emergency services, to correct documentation and patient handover. A Bachelor’s graduate is prepared to work in EMS teams, in Emergency Departments and Admission Rooms, at event medical security, in NGOs, in airport medical services, and in HSE departments of high-risk industries – in Poland and abroad, from Europe to humanitarian missions in Kenya. This practical foundation naturally leads to continuing education in Master’s studies at WSB University.

### **Emergency Medical Services – Master’s Degree**

The Master’s program in Emergency Medical Services at WSB University is a logical continuation of the Bachelor’s path – a transition from efficient action “in the field” to conscious clinical leadership and system development. Instead of repeating the basics, we focus on advanced decision-making practice in high-fidelity conditions (ED, ICU, operating room, ambulance), working with complex event scenarios, and leading teams, communications, and interagency coordination. At the heart of the program is bedside diagnostics (POCUS) – students learn to use FAST/eFAST, RUSH, and BLUE protocols to streamline and accelerate decision-making pathways in trauma, shock, and acute respiratory distress. The tactical component includes modern approaches to triage (including SALT) and preparation for special situations (CBRNE procedures). A strong didactic-research module prepares





students for the role of instructor and clinical placement supervisor: from planning the teaching process, through simulation methodology and debriefing techniques, to evidence-based medicine (EBM) and research design. We also develop digital competencies – telemedicine, working with clinical data, the basics of AI in healthcare, and information security – so that graduates are able to implement innovations and measure their impact. The program is taught by a faculty with a leadership profile. Among the instructors are professionals with experience in air rescue, Polish and international peacekeeping and humanitarian missions, and cooperation with special forces and other uniformed services. They bring real case studies, lessons from adverse event analyses, and hospital implementation procedures – this is learning based on command practice and decision-making. As a result, Bachelor's and Master's studies at WSB University together form a coherent educational path – from solid clinical foundations to becoming a leader of change in modern emergency medical services.

## Cosmetology – Bachelor's Degree

The Bachelor's program in Cosmetology at WSB University is an immersion into the world of modern skincare, aesthetics, and technology from the very first semester. Instead of “dry learning,” students engage in clinical-treatment scenarios in specialized cosmetology laboratories and cosmetic chemistry labs, using modern equipment and technologies. Practical classes are conducted in salon-like conditions, following hygiene procedures, treatment protocols, and client safety standards. From the very first classes, stu-

dents learn not only how to improve the appearance and condition of the skin but also how to recognize changes requiring medical consultation. Simultaneously, they develop interpersonal skills and patient communication standards from an interdisciplinary perspective. In WSB University's modern educational environment, theory is combined with practice thanks to laboratories equipped with advanced devices for light therapy, radiofrequency, endermology, hydrogen purification, mesotherapy, and skin diagnostics. Students also learn treatment documentation, cosmetic formula creation, INCI composition analysis, as well as the basics of dermatology, cosmetic chemistry, and toxicology. Classes are led by experts actively working in the industry: cosmetologists, dermatologists, trichologists, podologists, makeup artists, and cosmetic chemists. This gives students first-hand knowledge – both from the beauty salon and from the formulation laboratories. Additionally, students can participate in training organized by partner companies such as Bielenda, Nacomi, Kebella, Clarena, ZiajaPRO, and Aluna Medical, which introduces them to the latest trends in cosmetology and allows them to learn from the best. Members of the Student Scientific Circle of Cosmetology participate in research projects for leading cosmetic companies. At WSB University, cosmetology is more than just skincare – it is conscious, practical, and responsible preparation for the profession of the future.

## Cosmetology – Master’s Degree

The Master’s program in Cosmetology at WSB University is a continuation and expansion of the competencies acquired at the Bachelor’s level – a transition from effective treatment practice to conscious expert leadership, professional independence, and readiness to implement innovation in the beauty and aesthetic health sector. The program focuses on advanced Hi-Tech procedures, aesthetic technologies, and interdisciplinary cosmetology, including collaboration with specialists in dermatology, trichology, dietetics, and aesthetic medicine. A particularly important role is played by clinical classes in the Specialist Laboratories at WSB University, where comprehensive treatment and consultation scenarios are carried out with real clients. The laboratories are equipped with modern devices such as diode lasers, Nd:YAG lasers, IPL therapies, fractional RF microneedling, LED phototherapy lamps, and HIFU, as well as cosmetic therapies from brands such as Purlles, Ilcsi, Bandi, MCCM, Dives, and Dermaquest. During their studies, students learn to evaluate treatment effectiveness based on instrumental skin examinations (e.g., Nati v3, Zemits, Dino camera), gain knowledge of aesthetic analytics tools, maintaining documentation in compliance with GDPR and legal regulations, as well as the basics of team management and professional mentoring. The didactic-research module prepares cosmetologists for roles as salon leaders, instructors, and promoters of innovative solutions in the beauty industry. Classes are taught by industry experts – cosmetologists, aesthetic medicine doctors, cosmetic technologists, and health psychologists – who combine knowledge with real-world experience. As a result, students not only learn about the latest technologies and preparations but also understand their impact on patient well-being and safety. A Master’s graduate is prepared for independent work in specialized cosmetology services, managing a beauty salon, working in interdisciplinary medical-aesthetic teams, conducting training sessions, and serving as an expert in the health and beauty sector. Together, the Bachelor’s and Master’s programs at WSB University create a coherent educational path – from skilled practitioner to innovation leader in modern cosmetology.

## Physiotherapy – Long-Cycle Master’s Degree

The Physiotherapy program at the Collegium Medicum – Faculty of Medicine at WSB University is a 5-year, practice-oriented program that provides comprehensive preparation for a career in physiotherapy. It ensures that graduates gain the education and

skills necessary to work with patients who are ill, disabled, or athletes. This is, above all, a program with a very extensive curriculum of practical classes led by practitioners with broad knowledge and professional experience, conducted in the best hospital wards and rehabilitation centers. Completing this program allows students to acquire the knowledge, skills, and competencies required for independent practice as physiotherapists.

During their studies, students combine passion with knowledge, theory with practice, and an individualized approach to the patient with modern and comprehensive rehabilitation. Clinical classes are organized in cooperation with the best regional facilities, including the Provincial Specialist Hospital No. 5 of St. Barbara in Sosnowiec and the Zagłębie Oncology Center in Dąbrowa Górnicza. During classes, students have the opportunity to work with modern therapeutic equipment, such as Indiba and an exoskeleton for gait training in patients after traumatic brain injuries. Classes take place in professionally equipped laboratories of kinesitherapy, physical therapy, and massage.

The program guarantees 1,560 hours of professional internships and 1,670 hours of clinical classes, ensuring proper professional preparation. Students may also take part in additional activities expanding their professional knowledge and skills, for example: proprioceptive training, physiotherapy in lymphatic disorders, computer technologies in rehabilitation, motor games supporting a child’s psychomotor development, and professional workshops on patient communication.

Students have access to state-of-the-art medical equipment, which enables them to learn and apply therapeutic methods such as:

- Shockwave therapy (SWT)
- Manual therapy
- Soft tissue therapy – myofascial techniques, deep tissue massage
- Kinesitherapy / functional training / postural correction
- Kinesiotaping
- Modern physical medicine (combined therapy, laser therapy, ultrasound therapy, electrostimulation)
- High-intensity laser therapy (HILT)
- Biostimulation laser therapy
- Combined therapy procedures
- Various electrostimulation treatments

# Multidisciplinary Medical Simulation Center of Collegium Medicum named after Prof. Kazimierz Imieliński

On the 15th anniversary of the death of Prof. Kazimierz Imieliński, WSB University paid special tribute to this outstanding Professor. The Multidisciplinary Medical Simulation Center of WSB University was named in his honor, and a commemorative plaque was unveiled on the university premises. The ceremony was attended by the Professor's family – his wife, Mrs. Eva-Maria Imielińska – together with the Rector of WSB University, Assoc. Prof. Zdzisława Dacko-Pikiewicz, PhD, who



jointly unveiled the plaque. After the ceremony, the guests visited the modern facilities of the Collegium Medicum, equipped with state-of-the-art technology.

The second part of the event was ceremoniously opened by Beata Małecka-Libera, MD, PhD, Senator of the Republic of Poland and former Secretary of State at the Ministry of Health. Participants then listened to a lecture by eminent sexologist and pedagogue, Prof. Zbigniew Izdebski, PhD, which served as an introduction to a unique debate on the humanization of medicine. This topic was not only close to Prof. Imieliński's ideas but also closely related to the challenges of modern healthcare. The discussion was joined by Zbigniew Podraza, Mayor of Dąbrowa Górnicza (2006–2018), Prof. Katarzyna Szczepańska-Woszczyzna, PhD, WSB University Rector for Science and Education at WSB University, and Adam Kabiesz, MD, PhD, Dean of the Collegium Medicum at WSB University.





# Dąbrowa Children's University – 17 Years of Scientific Adventures!

The 2024/2025 academic year was truly special – it marked the seventeenth edition of the Dąbrowa Children's University, an educational project organized jointly by WSB University and the City of Dąbrowa Górnicza. Throughout the entire academic year, the youngest residents of the region had the opportunity to embark on a fascinating journey through the world of science, discover the secrets of the surrounding reality, and develop their passions under the guidance of scientists, experts, and knowledge enthusiasts.

Dąbrowa Children's University is also about learning through experience. In the past year, participants took part in family science expeditions focused on emotions, mental health, and child development. These events were met with great interest and became an important complement to the Children's University's offerings.

WSB University also took care of preschoolers and primary school students from Dąbrowa Górnicza by



As part of the program, children aged 6 to 12 participated in inspiring lectures and engaging workshops combining a variety of fields – from biology, astronomy, and nature to modern technologies and artificial intelligence. Knowledge was presented in an accessible and captivating way, tailored to children's sensitivity – without school textbooks, but with passion and experiment at the forefront.

One of the most memorable events was the visit of Prof. Michał Zembala, MD, PhD, an outstanding cardiac surgeon, who introduced children to the behind-the-scenes reality of a doctor's work and modern medicine. Meetings like these inspire, broaden horizons, and plant seeds of dreams that may bear fruit in the future.



organizing a series of workshops aimed at developing creativity, logical thinking, and scientific curiosity – with more than 1,500 children participating. In March 2025, a special conference was organized for pupils of grades 4–7 entitled "The Power of the Mind: How to Cope in a World Full of Challenges", where experts in psychology and education provided practical tools to strengthen children’s and adolescents’ mental resilience.

## A new chapter of this story begins soon!

The new academic year of Dąbrowa Children's University will begin in autumn 2025. Another dose of fascinating lectures, experiments, and scientific surprises awaits the participants. Recruitment details and the schedule are available at: [www.wsb.edu.pl/ud](http://www.wsb.edu.pl/ud)

Dąbrowa Children's University – where the adventure of science begins!





# Life Experience, Academic Knowledge: WSB University of the Third Age

The University of the Third Age (UTA) at WSB University in Dąbrowa Górnicza, together with 11 branches operating in the cities of Zagłębie Dąbrowskie, Silesia, and Lesser Poland (Bieruń, Czeladź, Ogrodzieniec, Ożarowice-Tąpkowice, Psary, Bobrowniki-Rogoźnik, Bobrowniki-Siemonia, Wojkowice, Tychy, Chełm Śląski, Bochnia), forms one of the largest networks of Universities of the Third Age in Poland, bringing together nearly 3,500 participants.

UTA at WSB University is a place where seniors can expand their knowledge, develop their passions, integrate with others, and actively participate in social and cultural life. Thanks to its diverse initiatives, the University of the Third Age implements the idea of lifelong learning and one of the university's key strategies, "LifeLong Academy". Most importantly, it continuously contributes to improving the quality of life of its participants and the residents of Zagłębie Dąbrowskie and Silesia.

## Senior Initiatives Fund

In the 2024/2025 academic year, participants of WSB University of the Third Age obtained funding for their own projects under the Senior Initiatives Fund program of the City of Dąbrowa Górnicza. Four initiatives received funding, including:

- "Wind in the Sails" – seniors' adventure on Pogoria Lake
- "Written with a Brush" – senior meetings with art
- "Rummikub Connects Generations"
- "With Yarn and Heart" – intergenerational crochet workshops

These projects, designed by UTA students, respond to the real needs and interests of seniors. The beneficiaries of the projects are both other UTA students and residents of Dąbrowa Górnicza. Thanks to these initiatives, they will experience new and exciting activities, spend time creatively, and work together. UTA at WSB University once again proves that activity knows no boundaries!





## Movement, Relationships, Growth – UTA in Action

The University of the Third Age at WSB University is a unique space where education meets passion, integration, and personal development. In addition to academic classes, students participated in development clubs and numerous sports, integration, and artistic initiatives.

Physical activity classes were particularly popular, and new initiatives were launched, such as the cycling club “On First-Name Terms with the Bicycle” and the Mountain Friends Club. Students also developed artistically in clubs such as the “Crochet” handicraft club, the “We Paint” painting club, the “Emotion” literary club, and the “Cantabile” choir. Two new hobby clubs were added – the “Karo” bridge club and the Rummikub club – which foster integration, mental exercise, and intergenerational exchange of experiences.

### Active Beyond the Campus

The activity of UTA participants extended far beyond lecture halls. In the 2024/2025 academic year, numerous intergenerational and inter-university events



were held, including:

- National Sports Olympics for Universities of the Third Age "Third Age at the Start" in Łazy
- Inter-University Sports Day of UTA WSB University in Będzin
- Inter-University Bowling Tournament for the Rector's Cup of WSB University
- Inter-University Trip to the 12th National Winter Senior Games in Rabka-Zdrój

- Inter-University Rummikub Tournament
- 4th edition of the "Seniors on Bicycles along the Baltic Coast" expedition

These are yet more proofs that UTA at WSB University is not just a place of learning but also a space for building relationships, sharing passions, and rediscovering oneself.

## Meetings, Journeys, Emotions – The Cultural Side of the University of the Third Age

In the past year, in cooperation with American Heart of Poland and the "With Heart for the Patient" Foundation, a series of pro-health lectures were organized as part of the UTA Patient Club, combined with numerous educational stands and health prevention activities.

The 8th WSB University UTA Photography Competition, entitled "Beauty Captured in a Frame", also took place, as well as an unforgettable concert by Marcin Wyrostek – "Corazon", organized as part of the 21st WSB University Festival of Passion and Science.

There was no shortage of opportunities to celebrate together – regular karaoke meetings titled "Singing Through Life with Zbyszek" remained a staple of the program.



As part of excursions, UTA participants visited, among others: the Kraków-Częstochowa Upland (Jura), Koszęcin, the Tri-City (Gdańsk, Gdynia, Sopot), Wrocław, Tarnowskie Góry, Ostrava, the castles of Lower Silesia, Niemcza-Wojślawice, and Kraków's Kazimierz district.



## 4th Edition of the Cycling Expedition "Dąbrowa Seniors Cycling Along the Baltic Coast"

On June 12, 2025, participants of WSB University of the Third Age began an extraordinary adventure – the 4th Cycling Rally "Dąbrowa Seniors Cycling Along the Baltic".

The route, covering nearly 400 kilometers, stretched from Świnoujście to Gdańsk and was planned as a ten-day journey filled with physical activity, challenges, and breathtaking seaside landscapes.

The expedition was organized to commemorate the 100th anniversary of Poland's wedding to the sea, initiated by Mr. Zbigniew Łukasik – President of the Dąbrowa Górnicza Friends Association, UTA participant, and Chairman of the Dąbrowa Seniors Council.

The event was held under the honorary patronage of Prof. Zdzisława Dacko-Pikiewicz, PhD, Rector of WSB University, who has for years actively supported initiatives promoting education, personal development, and a healthy lifestyle among UTA students. The cycling rally was not only proof of the participants' unwavering energy and passion but also of the fact that, regardless of age, one can fulfill dreams and rediscover the world – on two wheels.

## UTA WSB University Participants at the "Who's Going to Stop Us" Festival as part of SILVER SILESIA

This year, the University of the Third Age at WSB University established cooperation with TVP3, resulting in the participation of UTA students in television programs and in the festival "Who's Going to Stop Us" – a unique event organized under the SILVER SILESIA

initiative in Dąbrowa Górnicza. The festival promoted the activity, creativity, and engagement of senior citizens. The highlight was the final performance on the stage of the Zagłębie Palace of Culture.



UTA WSB University students presented themselves in several artistic categories:

- The "Cantabile" Choir performed with a prepared repertoire, presenting a high artistic level in the choir category.
- The UTA Karaoke Group performed with great energy and stage confidence in the solo performance category.
- Lucyna Gawlik, a UTA AWSB participant, combined her vocal performance with guitar playing, diversifying the event's program.
- In the handicraft category, members of the "We Paint Together" group presented original and aesthetically refined works, which were highly appreciated by the jury.

# WSB University Digital Academy – A Strategic Response to the Digital Era

The global higher education sector is facing unprecedented changes, driven by the rapid development of digital technologies, especially artificial intelligence in the form of large language models.

Organizations such as the European University Association (EUA) and the International Association of Universities (IAU) clearly state that digital transformation is no longer optional – it has become a strategic imperative that redefines all aspects of university operations – from management and teaching to scientific research.

Reports from these organizations emphasize that digitization is not merely the implementation of new infrastructure, but above all a profound cultural and institutional change, requiring the development of new digital competences among both faculty and students.

Leading European universities, associated with the EUA, are focusing their efforts on several key areas that will define the future of education, including:

- Ensuring digital sovereignty – maintaining control over one’s own data and technological tools.
- Strategic and ethical implementation of artificial intelligence.
- Building resilience to threats through advanced cybersecurity systems.
- Creating integrated educational ecosystems thanks to system interoperability.

Initiatives such as the Digital Transformation Map, launched by EUA in September 2024, aim to collect and share experiences, indicating that the development of comprehensive strategies is still in its early stages across the continent.

In this dynamic landscape, institutions that can not only respond to changes but also anticipate and actively shape them gain a decisive competitive advantage.

## "Digital AWSB" Strategy

WSB University strategy stands out for its holistic nature, integrating the educational, research, and administrative spheres into one coherent whole.

Unlike many institutions that implement technology in a fragmented way, AWSB treats these areas as interconnected vessels, where progress in one drives

innovation in the others.

This integrated approach has allowed the university to take a leading position among Polish higher education institutions and gain international recognition, evidenced by the presentation of AWSB’s digital transformation achievements at the prestigious US-Poland Science and Technology Symposium 2023 at Stanford University.

## Cloud-Hybrid Architecture

At the foundation of any advanced digital strategy lies a robust, scalable, and flexible technological infrastructure. By making the strategic decision to migrate its key IT infrastructure to the cloud, WSB University selected Amazon Web Services (AWS) – the same platform used by global innovation leaders such as Netflix, Airbnb, and Pinterest to run their operations.

This step was not merely a technical migration, but a deliberate choice of a hybrid architecture, enabling access to the most advanced tools and services essential to implementing the University’s ambitious vision.

The AWSB architecture is based on a carefully curated set of AWS services that form a coherent, high-performance ecosystem combined with local infrastructure.

WSB University’s approach is closer to the standards of mature Silicon Valley tech companies than to those





of traditional universities. This is not simply a migration project – it is the deployment of an entirely new, agile IT operating model in which infrastructure becomes a flexible, programmable resource.

This is a fundamental advantage that allows WSB University to conduct rapid experimentation and deploy complex AI systems at a pace unattainable for institutions burdened with traditional IT management models.

### **Security and Monitoring: Zero-Trust Architecture**

In an environment where student data, employee information, and research results are invaluable, cybersecurity becomes an absolute priority.

WSB University has implemented a multi-layered, integrated security system based on the Zero-Trust architecture.

Instead of relying on traditional perimeter defense, this model assumes that threats may originate from anywhere, and every attempt to access resources must be verified.

At the core of this system is AWS Security Hub, which aggregates, organizes, and prioritizes security alerts from various AWS services in one place, providing a comprehensive overview of the security posture across the entire infrastructure.

Web applications and APIs are protected by AWS WAF (Web Application Firewall), filtering malicious traffic such as SQL injection and cross-site scripting attacks.

When a potential incident is detected, Amazon Detective – a service that uses machine learning – automatically analyzes logs and quickly identifies the source and scope of the threat.

The entire system is supported by AWS Systems Manager, which automates operational tasks such as patch management, ensuring that systems remain up-to-date and resistant to known vulnerabilities.

Such a proactive, automated security architecture is essential in the education sector, which is becoming an increasingly frequent target of cyberattacks.

WSB University's integrated security approach is not an add-on but an integral part of its digital strategy, guaranteeing data protection and continuity of critical academic and administrative systems.

## **Autonomous University Architecture – University AGI**

### **Foundations – Ubiquitous Digitalization**

True digital transformation begins with strong foundations – the elimination of outdated, paper-based processes and their replacement with efficient, digital workflows.

WSB University has completed this key stage comprehensively, digitizing the operational "lifeblood" of the institution.

Electronic workflows have been implemented for office administration (invoice processing, purchase orders, travel requests), student processes (application submissions, diploma procedures, scholarship requests), and key HR processes (civil law contracts, employment contracts, hiring requests, payroll statements).

### **Applied Intelligence – AI Solving Real Problems**

On this solid foundation of digitized processes, WSB University has built the next layer – applied intelligence.

The University does not treat artificial intelligence as a purely theoretical object of study but as a practical tool for solving real problems and optimizing operations.

A prime example of this approach is an in-house application leveraging large language models (LLM).

This system analyzes the financial and academic situation of a student and provides the finance department employee with intelligent recommendations for next steps.

Furthermore, it can autonomously generate personalized, empathetic letters and notifications tailored to the student's individual context.

This is a model example of ethical and effective AI use – it does not replace humans but empowers them by automating repetitive tasks, allowing staff to focus on building relationships and addressing complex cases.

Simultaneously, the University intensively uses analytics and Business Intelligence tools, such as Amazon QuickSight and Tableau BI, to make data-driven decisions.

Through interactive dashboards and dynamic reports, administrators can monitor key performance indicators (KPIs) in real time in areas such as recruitment, student progress, and finance, enabling rapid trend identification and proactive management.



## Pushing the Innovation Frontier – The "University AGI" Project

The most ambitious and visionary initiative at WSB University is the creation of "University AGI" – a multi-agent system designed to become the University's autonomous nervous system.

This initiative goes far beyond current global trends in AI adoption in higher education.

While leading universities worldwide are deploying so-called agentic AI for narrowly defined, single-purpose tasks (such as chatbots), WSB University is designing a system that will manage the entire institution in a holistic and integrated way.

The architecture of "University AGI" is based on the concept of a swarm of cooperating, specialized AI agents, each reflecting a key organizational role: Rector, Dean, General Manager, Admissions Manager, CFO, HR Manager.

These agents, built on the advanced LangGraph framework, will be capable of autonomous action, delegating tasks among themselves, validating results, and collaboratively solving complex problems.

The system will be integrated with both internal university databases and systems (admissions system, dean's office, document workflows, internal directives database) and external language models chosen according to specific needs, such as Gemini 2.5, Claude 4, GPT-5, or locally hosted open-source models such as Gemma3n or Bielikv3.

This represents a paradigm shift. Standard AI systems in university administration are typically reactive and task-based – they execute commands or respond to simple queries.

A multi-agent architecture, especially one built on state graphs like LangGraph, enables cyclical, reflective, and iterative reasoning.

The agents can engage in complex "conversations," negotiate, and converge on optimal solutions, simulating decision-making processes at the highest management levels.



*Investments in infrastructure and software are not an end in themselves but carefully chosen tools that create a cohesive ecosystem supporting the development of future-ready skills, personalized learning, and improved teaching quality. WSB University has democratized access to the most advanced specialist software, creating virtual laboratories available to students 24/7, from anywhere in the world.*

*Eng. Paweł Świtła, PhD  
Director of IT Department, Assistant Professor*

Thus, the "University AGI" project is not merely about creating a better chatbot – it is a pioneering attempt to build the first-ever implementation of an autonomous organization model in a university context, where key management functions are executed or augmented by an intelligent, decentralized system.

This is a vision that is conceptually years ahead of current implementations in the global education sector.

Technology in the Service of Science and Student Development

The portfolio of available software is impressive and covers the key domains of Industry 4.0:

- Engineering and Design: Students have access to Catia, Ansys, AutoCAD, and Autodesk Inventor

packages – the gold standard in the aerospace, automotive, and mechanical industries.

- **Artificial Intelligence and Data Analysis:** Access to tools such as TensorFlow, Keras, PyTorch, the Anaconda environment with R and Python, and interactive Jupyter notebooks allows students to carry out advanced projects in machine learning and deep learning.
- **Game Development and Virtual Reality:** The Unreal Engine opens the door to careers in game development and the creation of immersive simulations – from architecture to educational applications.
- **Management and Business:** Students gain hands-on experience working with ERP-class systems (e.g., IFS Applications, Comarch Optima) and advanced business analytics tools (PowerBI, Tableau), giving them an immediate competitive advantage on the job market.

Thanks to such a rich offering, AWSB graduates enter the labor market not only with theoretical knowledge but also with practical, certified skills in handling tools demanded by the most demanding employers.

WSB University is a pioneer in the use of immersive technologies (Virtual and Augmented Reality) to enrich the teaching process, creating engaging and highly effective educational experiences that would be impossible to achieve in a traditional classroom setting.

## Case Study: Virtual Medical Simulations

Students of Emergency Medical Services and Medicine programs use advanced VR simulations that allow them to practice complex medical procedures in realistic but completely safe conditions.

They can train responses to mass-casualty incidents, advanced resuscitation procedures, or heart attack interventions, repeating tasks multiple times and learning from mistakes without putting patients at risk.

This approach not only enhances their practical skills but also significantly increases the safety of future patients.

"University VR" Application: Using 3D scanning of the entire building, WSB University has created a virtual model of its campus. The "University VR" app serves not only as an innovative promotional tool but also as practical support for individuals with disabilities, allowing them to familiarize themselves with the infrastructure and plan their route through the campus before physically arriving.

Users can also interact with avatars of key staff members, such as those from the dean's office or admissions, obtaining information remotely in an engaging way.

## Modern Education and Personalized Learning

WSB University is committed to providing the highest academic standards and personalized learning paths.



A key element of this is the implementation of the Inspira exam system – one of the world's most advanced e-examination solutions.

The University also offers a modern hybrid education model, combining the advantages of remote and on-campus learning.

Students have constant access to educational materials through the e-learning platform while simultaneously developing practical skills and social competences during interactive workshops and project-based classes on campus.

This flexible approach allows for the personalization of the learning path and increases the overall effectiveness of education.

Technology at WSB University is inseparably linked with its pedagogical mission and ethical responsibility.

Virtual laboratories, advanced VR simulations, and modern examination systems directly translate into higher quality education and better preparation of graduates for the labor market.

At the same time, the proactive inclusion of AI ethics in the curriculum reflects a mature understanding that the greatest challenge of the future is not the technology itself, but the wisdom with which we create and use it.



Looking ahead, the continued development of the "University AGI" project and the exploration of new opportunities brought by generative models and autonomous systems will strengthen WSB University's position as a dynamic, bold, and ever-improving institution.

WSB University does not merely prepare its students for the future – it actively designs that future.



*While many European universities are just beginning the process of mapping their digital capabilities and setting up steering committees, WSB University already has a portfolio of advanced implementations under its belt. Strategic documents and reports from previous years show that the University has been consistently implementing its vision for years, achieving concrete results - from the full migration of infrastructure to the cloud, through the implementation of advanced VR systems in teaching, to pioneering applications of artificial intelligence. These achievements could serve as model case studies for European initiatives such as the aforementioned Digital Transformation Map, which clearly positions AWSB among the leaders, rather than followers, in the European digital landscape.*

*Sabina Ratajczak, PhD  
Vice Rector for Development Director  
of the Center for Quality and Innovation*

## Digitization in Teaching – Innovation with the Future in Mind

At WSB University, digitization is not perceived merely as the implementation of modern tools, but as a strategic approach that supports innovation, inclusivity, and student-centered learning. Its overarching goal is to build a teaching environment that prepares students and faculty to function in the digital economy, develops future-oriented competencies, and at

the same time ensures flexibility, accessibility, and a high-quality academic experience.

### Intelligent Learning Environments

WSB University conducts classes in on-campus, hybrid, and online modes, using the Moodle/OnlineWSB platforms and the Inpera system for electronic examinations. Thanks to this, students have access to education in synchronous and asynchronous models, from anywhere in the world. Virtual computer laboratories expand possibilities, enabling work with advanced software regardless of location-which strengthens inclusivity and equal educational opportunities.

The next stage is the introduction of HyFlex-a modern teaching model in which, in one classroom, on-site students and those joining online meet together. This requires both innovative infrastructure (advanced audio-video systems) and the methodological preparation of the teaching staff.

### Simulations and Laboratories of the Future

WSB University's modern laboratories constitute a unique educational environment in which students can develop practical competencies using technologies employed in leading global research centers and professional institutions. Each laboratory has been designed to reproduce real working conditions as closely as possible and to enable learning by doing based on the latest digital technologies.

#### From the new academic year, we plan to launch additional laboratories:

- Medical Laboratories equipped with top-class high-fidelity simulators that change vital parameters in response to actions taken. This allows future medical professionals to learn diagnostics, therapeutic interventions, and teamwork in conditions almost identical to those they will encounter in hospitals.
- Forensic Laboratory (for the National Security program), which will allow the use of 3D technologies and advanced analytics to reconstruct crime scenes. Students will be able to recreate movement trajectories or lines of fire using tools employed in professional investigations (e.g., an advanced 3D scanner, specialized microscopes).
- Automated Crisis Management Laboratory, which will enable comprehensive simulations of crisis response processes. The systems used allow for simultaneous planning, monitoring of critical infrastructure, real-time data analysis, and integration of video streaming-creating con-

ditions like those in modern command centers.

- Computer-Based Psychological Research Laboratory, a digital replica of a professional diagnostic office. Equipped with advanced batteries of psychological tests, it enables research in the area of psychomotor performance, cognitive processes, and personality, as well as automatic generation of diagnostic reports in line with standards used in professional practice.

## Digital Knowledge Repositories

WSB University Library integrates traditional and electronic resources into a coherent information ecosystem. Students and staff have access to respected databases, including Scopus, Web of Science, Springer Link, Wiley Online Library, and EBSCO. From the new academic year, we plan to purchase access to UpToDate—the world’s largest online medical knowledge base, combining the latest scientific evidence with practical case studies supporting clinical decisions.

## Artificial Intelligence – Responsible Transformation

WSB University recognizes the transformational potential of AI and clearly defines the principles for its ethical use. Tools such as ChatGPT support students in translations, idea generation, and text editing, but are not permitted during examinations. Instructors indicate the permissible scope of AI use and encourage students to reflect critically on its capabilities and limitations. In this way, students develop not only digital competencies but also ethical awareness and responsibility.

## Faculty Development and a Culture of Innovation

The University consistently invests in the development of the digital competencies of its faculty. As part of the Teaching Excellence and EduTrend – Modern Education for the Future Economy projects financed with EU funds, skills are systematically developed in the use of AI in instructional design, assessment, and the creation of teaching materials. Thanks to this, WSB University not only implements new tools but also shapes a culture of innovation in teaching, in which technology becomes an ally of quality and accessibility in education.

The model is intended for use in classes with students of the Transport and Logistics programs. The set of models contains all elements of road infrastructure, such as roads, streets, architectural elements, elements of nature (lawns, parks, squares), road and rail vehicles, as well as points of public transport infrastructure (bus stops, railway stations, PKP terminals) and logistics elements.

The models serve the practical learning and organization of transport space in road and rail traffic according to existing rules. The purchase was made under project no. FESL.10.25-IZ.01-025/23 – “EduLider – support for WSB University activities for students, pupils and enterprises in line with the needs of the green and digital economy”, implemented under the European Funds for Silesia 2021–2027 program, co-financed by the Just Transition Fund.





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*WSB University conducts activities that are part of the implementation of the 17 Sustainable Development Goals (SDGs) and the related 169 actions included in the document "Transforming Our World: Agenda for Sustainable Development - 2030", with a special focus on 7 of them.*



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