



**UNIwersYTET
WSB MERITO
GDAŃSK**

WSB Merito University in Gdańsk Faculty of
Business

Study programme

For the
Management field
of study First-cycle
studies

Studies: full-time/part-time

Profile: practical

I. GENERAL CHARACTERISTICS OF THE FIELD OF STUDY

Name of the field of study	Management	
Level of studies	First-cycle studies	
Profile	Practical	
Form of studies	full-time/part-time	
Duration of studies (in semesters)	6 semesters	
Total number of ECTS credits for a given form of study	180 ECTS	
Total number of hours specified in the programme of study	Full-time studies 4758 hours	Part-time studies 4518 hours
Professional title awarded to graduates	Bachelor	
Duration of professional practice	960 hours	
Language of instruction	English	
Education cycle starting in	2025/2026	

II. LEARNING OUTCOMES

Effect symbol	Description of learning outcomes	Universal characteristics
Knowledge The graduate knows and understands		
K_W01	at an advanced level the connections between knowledge pertaining to management and quality sciences in the field of enterprise functioning and public sector organisations and other sciences	P6S_WG
K_W02	at an advanced level the tools of communication between organisations and the market	P6S_WG
K_W03	advanced knowledge of key concepts of business theory concerning the creation, functioning, transformation and development of economic organisations, as well as in the context of the fundamental dilemmas of contemporary civilisation	P6S_WG/ WK
K_W04	at an advanced level, the relationships between economic entities and other social institutions that make up their environment on a national and international scale	P6S_WG
K_W05	advanced knowledge of the functional areas of an enterprise and the relationships between them	P6S_WG
K_W06	advanced level of organisational roles and behaviours with	P6S_WG

	taking into account interpersonal relationships, group processes, ways of counteracting stress and burnout and pathological phenomena in the workplace	
K_W07	at an advanced level, the roles and functions of the management process	P6S_WG
K_W08	advanced knowledge of financial issues related to the functioning of an enterprise	P6S_WG
K_W09	conditions for entrepreneurship in the context of the principles and forms of its creation	P6S_WG/WK
K_W10	functions of managing people in the context of the type of organisation and its scope of activity	P6S_WK
K_W11	advanced understanding of the concept of organisational culture and its impact on the efficiency of team and individual work	P6S_WG/WK
K_W12	at an advanced level, standard quantitative methods supporting decision-making processes	P6S_WG
K_W13	advanced knowledge of typical methods of designing and conducting analyses in specific areas of business activity (e.g. market analysis, financial analysis, product quality analysis, etc.) product quality, etc.)	P6S_WG
K_W14	legal regulations governing the functioning of economic entities	P6S_WG/WK
K_W15	the importance of norms and standards in specific areas of an organisation's activities (e.g. accounting standards, labour standards , quality systems and standards, etc.)	P6S_WK
K_W16	advanced knowledge of the role and importance of organisational structures and indicates the structure-forming dimensions	P6S_WG/WK
K_W17	at an advanced level, the achievements of management psychology and organisational sociology and relates them to management issues	P6S_WG/WK
K_W18	at an advanced level, the role of leadership in organisations	P6S_WG
K_W19	negotiation methods and techniques	P6S_WK
K_W20	the importance of intellectual property (industrial property, copyright and related rights)	P6S_WK
Skills The graduate is able to		
K_U01	conduct organisational activities and perform tasks typical for professional activities	P6S_UW
K_U02	interpret (observe, analyse and evaluate) phenomena and processes within the organisation and its environment	P6S_UW
K_U03	use financial skills in relation to the functioning of the enterprise	P6S_UW
K_U04	use and evaluate methods, techniques and tools for managing an organisation	P6S_UW/UO
K_U05	forecast the dynamics of the organisation's condition in conditions that are not fully predictable	P6S_UW/UO
K_U06	define criteria and levels of measures for the functioning of an organisation	P6S_UW/UO
K_U07	participate in operational and tactical decision-making processes and the evaluation of proposed solutions	P6S_UW/UO
K_U08	apply appropriate analytical methods and tools as well as IT systems supporting decision-making processes	P6S_UW
K_U09	use norms and standards in the management process organisation	P6S_UW

K_U10	use legal regulations and standardised company systems (accounting, health and safety, etc.) to justify specific actions taken by the organisation	P6S_UW
K_U11	use change management methods in the organisation	P6S_UW
K_U12	use project management methods in an organisation	P6S_UW
K_U13	select and use IT tools to support the work of a manager	P6S_UW
K_U14	use information technologies to collect, process and analyse data	P6S_UW
K_U15	manage one's own time and that of the team	P6S_UO
K_U16	interpret and influence organisational behaviour	P6S_UO
K_U17	effectively manage the organisation's resources at the operational and tactical levels	P6S_UU/UO
K_U18	present acquired knowledge and skills in speech and writing using, among others, information tools, including advanced information and communication technologies	P6S_UK
K_U19	use interpersonal communication in mono- and multicultural environments and convey knowledge using various means of communication (in the native language and a selected foreign language)	P6S_UK
K_U20	conduct negotiations and mediations with effective use of interpersonal communication in mono- and multicultural environments	P6S_UK
K_U21	use a foreign language also in the field of economics at level B2 of the Common European Framework of Reference for Languages	P6S_UK
K_U22	interpret the results of analyses typical for professional activities and critically evaluate and synthesise them.	P6S_UW
K_U23	work in a team and manage its work	P6S_UO
K_U24	acquire knowledge independently	P6S_UU
Social competences The graduate is ready to		
K_K01	acting in an entrepreneurial manner, including initiating and co-organising tasks for the benefit of the social environment.	P6S_KO
K_K02	critically assessing one's knowledge, seeking expert opinions and improving professional skills	P6S_KK
K_K03	ethical conduct within designated organisational and social roles	P6S_KR
K_K04	taking responsibility for assigned tasks	P6S_KO

III. CLASSES OR GROUPS OF CLASSES, REGARDLESS OF THE FORM OF DELIVERY, TOGETHER WITH THE ASSIGNED LEARNING OUTCOMES AND CURRICULUM CONTENT ENSURING THE ACHIEVEMENT OF THESE OUTCOMES

CLASSES OR GROUPS OF CLASSES	REFERENCE TO DIRECT LEARNING OUTCOMES	CURRICULUM CONTENT
CLASS MODULES (subjects related to the field of study)		

Health and safety	Not applicable	
Economics	K_W01 K_W04 K_U02 K_K01 K_K04	Basic concepts in economics. Opportunity cost. Rarity, resources. The market and its elements. Demand and supply. Price and income elasticity of demand. Elasticity of supply. The consumer. Enterprise, costs, revenue and profit. Monopoly. Selected issues in macroeconomics
Managing remote teams	K_W03 K_W05 K_W06 K_U07	Differences between a traditional team and a distributed team. Formal structure and informal relationships in a distributed team. Factors stabilising team ties (affection, trust, authority). Distributed team dynamics and the importance of generational differences. The phenomenon of diffusion of responsibility in the context of a distributed work mode. Techniques for organising work in a distributed team and their effectiveness.
Cyber security	K_W15 K_U02 K_U07 K_U08 K_K03 K_K04	Cyberspace and the digital economy. Introduction to information security. Cyber security and risk management. Safe use of digital services. Legal aspects of cyber security. Disinformation in the digital world. Ethical issues. Development trends in cyber security.
Basic Finance	K_W01 K_W14 K_W08 K_U02 K_U03 K_U22 K_K02	Financial system in a market economy . Money . The banking system . Public finance - selected issues.
Basic Law	K_W04 K_W14 K_W15 K_U15 K_U19 K_U10 K_K04 K_K03	Tri-partite division of powers. Legislative authority. The executive branch. Judicial power. Sources of universally binding law. Constitution. Ratified international agreement. Law. Regulation implementing the Act. Acts of local law. General characteristics of criminal law, administrative law, private law.
Introduction to Business Management	K_W03 K_W14 K_W16 K_W06 K_U06 K_U01 K_U04 K_U07	The essence of business management. Management, administration, governance. Identification and analysis of the organisation's environment. The planning and decision-making process. Organising in the classical dimension. Organising in the dimension of organisational structures. Teamwork structures. Group management.

<p style="text-align: center;">Psychology</p>	<p>K_W17 K_W10 K_U16 K_U17 K_U02 K_K02 K_K03</p>	<p>General regularities of psychological functioning of the individual in different areas of life. Basic human concepts, theories and research in psychology.</p>
<p style="text-align: center;">Communication and presentation workshops</p>	<p>K_W06 K_W02 K_U18 K_U19 K_K01</p>	<p><i>Introduction to interpersonal communication</i></p> <p><i>Communication & identity</i></p> <p><i>Creating interpersonal relationships in communication</i></p> <p><i>Language as a bridge and a barrier in communication</i></p> <p><i>Importance of nonverbal communication</i></p> <p><i>Listening is far more than staying silent when somebody speaks</i></p> <p><i>Interpersonal communication in social situations media</i></p>
<p style="text-align: center;">Personal branding</p>	<p>K_W06 K_W20 K_W07 K_U04 K_U16 K_K04 K_K03</p>	<p>Defining your own style in shaping your image. Business image and its importance. What helps us build our own image and recognise the image in other people. Rules of dress code in business. The greats of this world - influence of famous people, fashion, culture, shtick, business on shaping the image of a contemporary manager. Conscious image building in the professional space.</p>
<p style="text-align: center;">Business etiquette</p>	<p>K_W01 K_W02 K_W03. K_W04 K_W05 K_W06 K_W07 K_W08 K_W09 K_U01 K_U02 K_U03 K_U04 K_U05 K_U06 K_U07 K_U08 K_U09 K_K01 K_K02,</p>	<p>Business etiquette - the international language of courtesy. Principles of diplomatic protocol. Communication of businessmen - verbal and non-verbal. Principles of savoir-vivre in everyday life: Discussion of all rules of good manners and behaviour in the modern world. Shaping appropriate patterns of behaviour in a business environment.</p>

	K_K03 K_K04	
Introduction to studies	K_W15 K_W17 K_U23 K_U02 K_U24 K_K02	University rules, the structure of the university, student organisations operating at the university and compulsory computerisation in the course of education. Duties and rights of the student.
Basics of information technology and office applications	K_W07 K_W05 K_U04 K_U14 K_U08 K_K02 K_K01	Introduction to operating systems and office software. Word processing and word processors. Using spreadsheets. Creating and editing presentations. Creating and editing advanced text. Using IT tools to support management.
Principles of Marketing	K_W01 K_W02 K_W05 K_W13 K_W07 K_U02 K_U04 K_U01 K_U07 K_K01 K_K02 K_K03	The concept and evolution of marketing. The importance of a company's marketing orientation and the benefits of adopting it for those operating in today's competitive markets. The marketing information system and marketing research.
Methods of project writing	K_W09 K_W01 K_W05 K_W13 K_U02 K_U07 K_U13 K_U14 K_U18 K_K01	Methods and tools to support learning. Key principles of effective learning. Exploration and verification of information
Business plan	K_W03. K_W05 K_W02 K_W04 K_U01 K_U02 K_U14 K_U17 K_U06 K_K01 K_K04 K_K03	The essence, types, functions and uses of a business plan. Principles of development and construction, detailed structure, use and presentation of the business plan. Evaluation of the profitability of investments and evaluation of investment risks. Formulation of the idea of an enterprise (other organisation) or investment project. Draft business plan of an enterprise (other organisation) or investment project.

Basics of Quantitative Methods	K_W12 K_U08 K_U04 K_K02 K_K01 K_K04 K_K03	Basic methods of mathematical analysis and linear algebra. Properties of elementary functions, derivative, monotonicity and determination of extrema of functions of one variable. Matrix operations, solving systems of linear equations.
Basics of accountancy	K_W08 K_W14 K_W15 K_W09 K_U02 K_U03 K_U10 K_K04 K_K02	Accounting, features and functions of accounting, subject matter, subject and principles of accounting, accounting policy, balance sheet and balance sheet balance, classification of assets and liabilities. Documentation of business operations. Accounts and accounting records.
Negotiations and sales techniques	K_W06 K_W19 K_U20 K_U02 K_K02 K_K03	Determinants and determinants affecting the effectiveness of negotiation processes. Types of negotiation, tactics and participants in negotiations. Use of presupposition and language of business influence. Typologies of negotiators.
Physical education	K_W01 K_U15 K_U24 K_K02	Basketball, volleyball, football - rules and strategies of the game Shaping the motor skills and fitness necessary for each team game.
Business Ethics	K_W04 K_W09 K_U02 K_U16 K_U24 K_K02 h K_K03	Business ethics in a humanistic perspective. Formation of ethical attitudes. Analysis of the conflicts of values and interests inherent in practising business and taking responsibility for decisions at the level of the economy as a whole, the company, the individual.
Corporate Finance	K_W01 K_U03 K_U04 K_K01	Principles and techniques of effective management of company resources, financial management in the short and long term, analysis of the current economic and financial situation of the company, preparation and evaluation of financial and investment plans, interpretation and analysis of the company's financial results, formation of the correct capital structure of the company.
Business English	K_W07 K_W10 K_W05 K_W01 K_U21 K_U02	Specialised vocabulary and business conversations.

	K_U18 K_U02 K_K02 K_K01 K_K03	
Small business accounting	K_W14 K_W15 K_W08 K_U07 K_U03 K_U10 K_K01 K_K02 K_K03 K_K04	Records and reporting of small business entities. Sources of law defining the tax reporting obligations of entities depending on the size and legal form of the entity.
Human Resources Management	K_W10 K_W06 K_U02 K_K03 K_K02	HRM. Strategic and operational dimensions of organisational people management, Development and training systems, motivation and appraisal, goal setting and HR policy implementation.
Market Research	K_W01 K_W05 K_W02 K_U02 K_U07 K_K02 K_K01	Different approaches to market research issues encountered in the literature; market as an object of research; market mechanism; market decisions (elements of decision-making); uncertainty and risk of market situations; objectives of market research
Meeting with the internship supervisor	Not applicable	Meeting with the supervisor about an internship.
Internship	K_W01 K_W06 K_W12 K_W15 K_W07 K_U01 K_U02 K_U16 K_K02 K_K03	Legal basis and objects of the institutions. Legal status, ownership structure, object and scope of activity of the institution. The mission and strategy of the institution. Organisation of the economic entity and the scope of its activities. Organisational structure, decision-making powers and responsibilities of individual units. Organisational documentation of the institution. Statutes, regulations, instructions and rules of document circulation. Job responsibilities Familiarising oneself with the working methods of the post. Participating in the implementation of organisational tasks.
Repetition of faculty knowledge	K_W03 K_W16 K_W17 K_W02 K_W04 K_W13 K_W08	Repetition and consolidation of management knowledge from 3 years of undergraduate study.

	K_W14 K_W05 K_W01 K_W12 K_U04 K_U07 K_U16 K_U02 K_U06 K_U22 K_U03 K_U10 K_U08 K_K01 K_K02 K_K03	
Managing business failure	K_W03 K_W17 K_U11 K_U04 K_K01 K_K04	What is failure and how to define it properly. Personal maturity and attitudes to failure. How to deal with failure. The pros and cons of success and failure. Assessing the usefulness of failure and business evolution. The developmental function of failure.
IT in Management	K_W03 K_W07 K_W05 K_U04 K_U14 K_U08 K_K04 K_K02 K_K01	Concepts of data, information, information and computer systems and the interrelationships between them, categories of information systems (along with their functionalities) used today as tools to support business management, selection of the type of information system in relation to the functions and characteristics of the business.
Organisational Behaviour	K_W06 K_W01 K_W10 K_U02	Determinants of individual, group and inter-organisational behaviour, systems for motivating desirable organisational behaviour and creating conditions for effective conflict resolution in organisations.
Quality Management	K_W05 K_W07 K_W03 K_W15 K_W12 K_U01 K_U02 K_U04 K_U07 K_U15 K_U14 K_U22 K_K01 K_K03 K_K04	Essence and characteristics of quality management. Basic concepts and definitions. Principles of quality management. Quality assessment criteria. Standardisation, certification.

<p>General electives</p>	<p>K_W03 K_W04 K_W11 K_U02 K_U19 K_U13 K_K03 K_K04</p>	<p>Introduction to e-commerce: The meaning and concept of e-commerce, e-commerce and e-business, advantages and disadvantages of e-commerce, value chain in e-commerce.</p>
<p>Sociology</p>	<p>K_W04 K_W17 K_W11 K_W06 K_U02 K_U11 K_U22 K_K01</p>	<p>Sociology as a science of society. The individual in society, society in the individual. Culture and the economy. Social control and deviance. Groups and organisations. Transformations of the modern family. The nation, nationalism and the nation-state. Class, stratification and inequality. The argument over globalisation. Economy 4.0 and its social consequences.</p>
<p>Preparing the Student for the Job Market</p>	<p>K_W17 K_W14 K_U08 K_U18 K_U19 K_K01 K_K03</p>	<p>The concept and importance of career planning; Career development and consequences in personal and professional life; Changes in the labour market; International, geographical and occupational mobility; Competences as minimum standards; Careers and emotional competence - personality types and the labour market. Analysis of one's own professional needs and abilities. Concepts of career planning and navigating the contemporary labour market.</p>
<p>Implementation Project</p>	<p>K_W05 K_W13 K_W20 K_U02 K_U06 K_U22 K_U04 K_U06 K_U14 K_U13 K_U24 K_K01 K_K03 K_K04</p>	<p>The aim of the course is to use the acquired directional knowledge and to translate it into a real business project with business utility based on the preparation of a solution for implementation in a specific enterprise. The project will take into account different management areas challenging the organisation: acquiring knowledge and skills in the following areas: process management, human resources management, optimisation of production processes, financial analysis and synthesis, sales, marketing, distribution, communication and effective internal processes. Participation in the implementation of organisational tasks.</p>
<p>Project Management</p>	<p>K_W01 K_W03 K_W06 K_W13 K_U02 K_U05</p>	<p>Project planning and implementation. Project initiation process and project definition. Project parameters. Identification of project activities. Drawing up an implementation plan for a selected project. Feasibility plan. Organisational issues in</p>

	K_U11 K_K02 K_K03	project implementation. Project environment - project stakeholder management process.
Business game	K_W02 K_W05 K_W09 K_W08 K_W01 K_U01 K_U02 K_U23 K_U17 K_U07 K_K01 K_K04	Five decision-making rounds within the simulation. Market potential: market size and value, competition. Competitive market shares: volume, value. Future production planning. Planning future sales. Marketing communication. Pricing strategies. Pricing methods from a customer and financial perspective. Distribution network management. Analysis of customers' purchase location preferences.
Change Management	K_W03 K_W04 K_W11 K_U02 K_U06 K_U19 K_U13 K_K03	Managing change in an organisation. Competencies and skills needed during the organisational change process. Diagnosing resistance and methods of overcoming it. The role of the Change Leader. Organisational culture and the change process.
SPECIALISATION: INTERNATIONAL BUSINESS		
International Financial Markets	K_W04 K_W08 K_W04 K_W08 K_W04 K_U02 K_U03 K_U02 K_K02	Model and effectiveness of monetary and fiscal policy. Components and determinants of balance of payments. Equilibrium, disequilibrium and adjustment in balance of payments. International parity concepts, purchasing power parity, Fisher effect, international Fisher effect, interest rate parity. Determination of exchange rates. Interest rate effect on exchange rate, inflation rate effect on exchange rate. International currencies and global exchange reserves. Foreign exchange markets. Evolution of international monetary systems (gold standard, the Bretton Woods system, the post-Bretton Woods system). Criteria, costs and benefits of optimum currency areas. Evolution of the theory of optimum currency area. International capital flows. Regulations over international capital flows. External debt causes and effects. External debt in developing economies. Financial programming of IMF. Emerging markets,

		capital flows and capital controls. Crises episodes of advanced and emerging market economies.
Multicultural Management	K_W04 K_W11 K_W02 K_U19 K_U20 K_U21 K_U16 K_U02 K_K04 K_K03	Introduction to multicultural management understanding the concept of "the culture" 6 dimensions of culture values at work and their cultural background communication types according to the chosen countries career choices are influenced by culture how much "self" is there in "self"? culture shock Introduction to multicultural management understanding the concept of "the culture" 6 dimensions of culture values at work and their cultural background
International Marketing	K_W07 K_W02 K_U02 K_U04 K_K01 K_K04	<u>Brand Visual Identity</u> Global Brands Marketing Mix - 4 P Social Media Marketing Strategy Promotion and Advertisements
International Human Resources Management	K_W10 K_W11 K_U02 K_K01 K_K04	Key functions of IHRM Cultural aspects of IHRM Global mobility programmes Challenges of IHRM IHRM in mergers and acquisitions 3 dimensions of Morgan's model Effective IHRM implementation Global workforce planning Case study IHRM strategy by every process Diversity in global workplace Future trends in IHRM
International Trade	K_W09 K_W01 K_W02 K_W09 K_W07 K_U01 K_U21 K_U07 K_U09 K_U10	Introduction to international trade – basics, definitions, theories Current trends in international trade Foreign exchange, Institutional support for international business, WTO and trade liberalisation Legal aspects of international business International Logistics The usefulness of free trade zones Global competitiveness: international

	K_K01 K_K04	Marketing The pricing strategy for export items Analysis for estimating market potential
Sales techniques	K_W01 K_W03 K_W12 K_W08 K_W15 K_W19 K_U01 K_U02 K_U04 K_U19 K_U20 K_U16 K_K01 K_K02 K_K03 K_K04	The organisation and its activity on the market. The importance of mission, vision and company values in the sale of goods and services.
SPECIALISATION: TOURISM AND HOTEL MANAGEMENT		
Hospitality Market and Products	K_W01 K_W14 K_W06 K_U18 K_U01 K_U07 K_K04	<p>Characteristics of the hotel market. Reminder of the basic concepts of the market. Supply and demand.</p> <p>Supply of the hotel market. Facilities creating supply on the hotel market. Typology and standardisation of the hotel base.</p> <p>Analysis of the hotel database. Tricity hotel base. The market of hotel services in the voivodeship and in the country.</p> <p>Segmentation of hotel facilities. The size and structure of the hotel base.</p> <p>Hotel market demand. Representatives of the demand for hotel services.</p> <p>Characteristics and segmentation of hotel customers. Divisions into domestic and international, individual and group, leisure and business, etc.</p> <p>Hotel product. Hotel service as a product - characteristics.</p> <p>Product levels: core product, extended product, etc.</p> <p>Hotel product and the needs of tourists.</p>

		<p>Analysis of customer needs in the context of the offer of hotel facilities.</p> <p>Creating a hotel product in facilities of various profiles: business, spa, leisure, etc.</p>
Cultural Heritage and Diversity	<p>K_W03 K_W01 K_W04 K_U02 K_U08 K_U09 K_U18 K_K03 K_K03 K_K04</p>	<p>Introduction to cultural heritage and diversity</p> <p>Cultural heritage preservation and management</p> <p>Cultural diversity and identity formation</p> <p>Colonialism, power, and cultural heritage</p> <p>Diversity and social justice</p> <p>Heritage tourism and globalisation</p>
Finance Management in Hospitality Business	<p>K_W08 K_U02 K_U03 K_U03 K_U07 K_U08 K_K01 K_K04</p>	<p>Equity and foreign capital as a source of financing the company's activity.</p> <p>Short-term enterprise financing instruments.</p> <p>Long-term enterprise financing instruments.</p> <p>Company loan policy.</p> <p>Company's capital and property structure.</p> <p>Corporate finance strategies.</p> <p>The structure of capital in the profitability of the company.</p> <p>The specificity of financial management in tourist companies.</p>
Sales Management in Tourism Hospitality	<p>K_W12 K_W14 K_U07 K_U08 K_K02 K_K04</p>	<p>The essence of marketing mix elements.</p> <p>Marketing mix management in product and service creation.</p> <p>Sales management by goals. Strategic goals.</p> <p>Mission, vision and the organisation's values.</p> <p>Sales promotion styles: commercial promotion, consumer promotion and promotion addressed to own sales departments, promotion addressed to decision-makers.</p> <p>Packaging and offering products and services in direct and indirect sales.</p> <p>The essence of up-selling, cross-selling and down-selling and its impact on increasing the organisation's revenues.</p> <p>The essence of online sales management.</p> <p>Optimal use: SEM marketing, intranet, social media, blogs, buzz marketing, YouTube presentations, group purchases, online intermediaries, newsletters, e-marketing;</p>

		<p>Marketing analysis of a selected product or service.</p> <p>Determining the role and purpose of existence in the process of creating the company's mission.</p> <p>Creating sales offers for products and services.</p> <p>Creating a complementary sales offer for a given tourist product.</p> <p>Presentation of the method of selling a given product offered on the Internet, indicating the positive and negative aspects of such activities, argumentation.</p>
Management of Hotel Units	<p>K_W07</p> <p>K_W18</p> <p>K_W17</p> <p>K_W07</p> <p>K_W05</p> <p>K_U16</p> <p>K_U17</p> <p>K_U07</p> <p>K_U04</p> <p>K_K01</p> <p>K_K03</p>	<p>Management – definition, styles, levels</p> <p>Manager – definition, roles, tasks, skills</p> <p>Hotel – definition, organisational structure</p> <p>Management in hotel units</p> <p>Management of ROOMS DIVISION (FO + HK)</p> <p>Management of F&B Department (service+kitchen)</p> <p>Management of ADMINISTRATION DEPARTMENT (GM+Acc+HR)</p> <p>Management of Sales & Marketing Department</p> <p>Management of SPA Department</p> <p>Management of Maintenance Department</p> <p>Management of Security Department</p> <p>Management of OTHER Departments (IT, parking)</p>
Marketing in Hospitality Business	<p>K_W01</p> <p>K_W05</p> <p>K_W02</p> <p>K_W05</p> <p>K_U02</p> <p>K_U07</p> <p>K_U07</p> <p>K_K02</p> <p>K_K04</p>	<p><u>Brand Visual Identity</u></p> <p>Brands in Hospitality Business</p> <p>Marketing Mix - 4 Ps</p> <p>Social Media for Hotels and Restaurants</p> <p>Marketing Plan</p> <p>Promotion and Advertisements</p>
SPECIALISATION: INTERNATIONAL BUSINESS BA BUSINESS AND MANAGEMENT TOP-UP FROM THE UNIVERSITY OF NORTHAMPTON		
Business Project	<p>K_W02</p> <p>K_W09</p> <p>K_U02</p> <p>K_U14</p> <p>K_U22</p>	<p>The concept, types, application and construction of a business project. Strategic analyses in business projects</p> <p>. Market analyses of a business project</p> <p>Investments, fixed and variable costs</p> <p>Financial plan of the project.</p>

	K_U01 K_U03 K_U05 K_K03 K_K04 K_K01	Evaluation of the economic efficiency of the project
Accounting and Finance for Managers	K_W01 K_W03 K_W05 K_W16 K_U02 K_U03 K_U05 K_U06 K_U16 K_K01 K_K02 K_K03 K_K04	Introduction to Financial Accounting. Understanding Financial Statements. Budgeting and Financial Planning. Financial Analysis Techniques Advanced Financial Statement Analysis. Strategic Management Accounting. Advanced Budgeting and Forecasting. Advanced Capital Budgeting Techniques
Principles of Marketing Management	K_W02 K_W05 K_W13 K_U05 K_U1 K_U17 K_U19 K_U21 K_U23	Diagnosing the market, analysing the company's offer, creating the brand delivering the values Introduction to marketing, diagnosing the market, creating the brand, dilemmas on pricing strategies, segmentation & targeting, delivering the values.
Strategic Management	K_W8 K_W12 K_W13 K_W16 K_U02 K_U04 K_U06 K_K01 K_K04	The essence and elements of strategy. Strategic analysis of the organisation's environment. Methods of integrated analysis and types of strategies Balanced ScoreCard as a strategy implementation and monitoring tool. Advanced Strategic Analysis. Mergers and Acquisitions (M&A). Strategic Implementation and Control. Strategic Management Simulation
Strategic Human Resource Management	K_W01 K_W03 K_W05 K_W07 K_W14 K_W06 K_U01 K_U02 K_U03 K_U08 K_U09 K_K01 K_K02 K_K03	Definition and purpose of SHRM Differences between traditional HR and SHRM Overview of HRM's role in organisational strategy Understanding business strategy frameworks (e.g., Porter's Five Forces) Linking HR practices to strategic goals Case studies of HR-business alignment in successful companies Aligning individual and team performance with organisational goals Performance appraisal methods Continuous feedback and development culture Creating a learning culture Strategic skills development and succession planning HR metrics and analytics for strategic insights Using HR technology for a better workforce

	K_K04	management Predictive analytics and data-driven HR strategies
Social Responsibility of Business	K_W03 K_W04 K_U22 K_U18 K_U01 K_K02 K_K03 K_K04	Business practices. Ethics in business. Corporate responsibility. Societal cooperation Corporate responsibility Piecing together case research Enterprise sampling research

IV. ASSIGNMENT OF FIELD OF STUDY TO SCIENTIFIC DISCIPLINES

No	Scientific disciplines	% OF ECTS POINTS
1.	Management and quality sciences (leading discipline)	100

V. BASIC ECTS INDICATORS SPECIFIED FOR THE STUDY PROGRAMME

Indicator name	Number of ECTS credits/Number of hours
Total number of ECTS credits that a student must obtain as part of classes conducted from direct participation of or other persons conducting classes	FULL-TIME STUDIES 91.1
	PART-TIME STUDIES Not applicable
Total number points ECTS assigned to shaping practical skills	FULL-TIME STUDIES 119
	PART-TIME STUDIES 119
The total number of ECTS points that a student must obtain in classes in the field of humanities or social sciences – in the case of fields of study assigned to disciplines in fields other than humanities or social sciences, respectively	5 ECTS
Total number of credits	65

Total number points ECTS assigned to /practical classes	39
Physical education classes	FULL-TIME STUDIES 60

VI. SCOPE, RULES AND FORMS OF PROFESSIONAL INTERNSHIPS

Duration: 960 hours of professional practice.

Students must complete the designated number of hours (in total) by the end of their studies.

Students can organise their work placements individually or with the help of the Student Services Office.

Students going on work placements should complete a preliminary statement, on the basis of which a contract and referral (for the employer) are drawn up, as well as a certificate of completion, a work placement programme, a work placement timetable and learning outcomes. After completing the internship, the student submits all documentation to the university, where it is reviewed by the internship supervisor.

VII. METHODS OF VERIFYING AND ASSESSING THE LEARNING OUTCOMES ACHIEVED BY THE STUDENT THROUGHOUT THE ENTIRE EDUCATION CYCLE FOR A GIVEN FIELD OF STUDY

Verification method/Areas	Knowledge	Skills	Competencies Social
Test, written examination	X	X	
Written examination	X	X	
Oral examination	X	X	
Project	X	X	X
Department	X	X	
Presentation	X	X	
Essay	X	X	
Individual oral presentation	X	X	
Participation in discussion	X	X	
Case study	X	X	X
Report, field task report	X	X	X
Practical tasks	X	X	X
Independent task solving	X	X	X
Active participation in classes	X	X	
Observation of students by the academic teacher academic	X	X	X
Thesis			
Master's thesis			
Diploma examination	X	X	X
Implementation project	X	X	X

The forms and methods of conducting classes, as well as the assessment criteria and its components for individual classes, are specified in the course description.