

**Study programme***Part A) of the study programme***Learning outcomes**

<b>Faculty offering the field of study:</b>		<b>Faculty of Economic Sciences and Management</b>
<b>Field of study:</b>		<b>Management</b>
<b>Level of study:</b>		<b>Second-cycle studies</b>
<b>Level of the Polish Qualifications Framework:</b>		<b>Level 7</b>
<b>Degree profile:</b>		<b>Academically oriented</b>
<b>Professional degree awarded to the graduate:</b>		<b>Magister</b>
<b>Allocation of the field of study within academic or artistic discipline(s), to which learning outcomes for a given field of study refer:</b>		<b>Disciplines:</b> - <b>Management and Quality Studies (94%)</b> - <b>Economics and Finance (6%)</b>  <b>Major discipline: Management and Quality Studies</b>
<b>Symbol</b>	<b>Upon completion the graduate achieves the learning outcomes specified below:</b>	
<b>KNOWLEDGE (the graduate knows and understands)</b>		
K_W01	to a significant extent, the nature and historical development of Management Studies and their place in the system of Social Sciences.	
K_W02	complex economic and social processes occurring in institutions and their environment, also the global one, as well as their sources, mutual relations and long-term consequences in the context relevant to Management Studies.	
K_W03	to a significant extent, relations of institutions with their stakeholders (internal and external) and rules of their development that would be adequate both for ethical standards and rules of social responsibility, and for development purposes within the institution in the context relevant to Management Studies.	
K_W04	to a significant extent, selected methods and tools of data acquisition, description, modelling and identification of regularities governing economic processes.	
K_W05	to a significant extent, selected systems of legal, organisational, professional and ethical standards and rules along with their regularities, nature, sources, changes and ways of operation in the context relevant to Management Studies.	
K_W06	to a significant extent, the knowledge of human behaviours in an organisation on the individual collective and institutional level.	
K_W07	rules and methods of rational decision making, especially those concerning strategic decisions, in the context relevant to Management Studies.	
K_W08	complex processes of management and change implementation concerning specific resources and fields of institutional functioning.	
K_W09	rules of intellectual property management as well as terms and rules of industrial property and copyright protection.	
K_W10	rules for establishing and developing businesses applying the knowledge of Management Studies.	
<b>SKILLS (the graduate is capable of)</b>		
K_U01	predicting, identifying and analysing complex problems related to practical functioning and development of institutions using theoretical knowledge and formulating own opinions.	
K_U02	developing undertakings related to solving complex problems and managing the accomplishment of such undertakings.	
K_U03	analysing the causes and course of complex processes and social phenomena, expressing one’s own opinions, formulating simple research hypotheses and verifying them.	

K_U04	using effectively state-of-the-art and advanced management methods and techniques in predicting and developing complex economic processes.
K_U05	using the acquired knowledge in practice in various fields and forms and critically analysing the effectiveness and usefulness of this knowledge.
K_U06	suggesting solutions to complex and atypical problems in management and implementing innovative solutions.
K_U07	using effectively normative systems, standards and rules (legal, professional and ethical) in order to solve a specific problem in management.
K_U08	developing new business undertakings, also in the global market, and specifying adequately their aim, risk and the course of implementation procedures.
K_U09	understanding and analysing economic phenomena, further expanded by the capability of assessing them with more theoretical depth and using a research method.
K_U10	to a significant extent, developing written assignments and oral presentations, and to run a debate on topics relevant to business practice.
K_U11	using English for special purposes at the B2+ level on topics relevant to Management Studies.
K_U12	using advanced IT and communications techniques in their professional work.
K_U13	communicating effectively in a business environment and developing a good organisational atmosphere (and trust) in teams, in which the graduate participates, especially in those where the graduate is the leader
K_U14	taking an active part in team work, especially as their leader (manager).
K_U15	planning and broadening knowledge and skills on their own as well as inspiring and advising other persons in this respect.
<b>SOCIAL COMPETENCES (the graduate is willing to)</b>	
K_K01	develop and apply, on their own, tools for information and knowledge acquisition necessary for functioning of the institution in a global environment, critically assess information received and recognise the importance of knowledge for solving cognitive and practical problems.
K_K02	adequately specify priorities aimed at the accomplishment of undertakings set by themselves or by other persons, with special focus laid on fulfilling social obligations and duties, inspiring and organising actions for the needs of the social environment and initiating actions for the benefit of the public interest.
K_K03	perform their profession in an adequate manner, develop its output, and observe the work ethos and rules of professional ethics.
K_K04	think and act as an entrepreneur.

## Description of the process resulting in the achievement of learning outcomes

### *Part B) of the study programme*

<b>Faculty offering the field of study:</b>	Faculty of Economic Sciences and Management
<b>Field of study:</b>	Management
<b>Level of study:</b>	Second cycle studies
<b>Level of the Polish Qualifications Framework:</b>	Level 7
<b>Degree profile:</b>	general academic
<b>Allocation of the field of study within academic or artistic discipline(s), to which learning outcomes for a given field of study refer:</b>	Disciplines: - Management and Quality Studies (94%) - Economics and Finance (6%) <b>Major discipline:</b> Management and Quality Studies
<b>Mode of study:</b>	full-time programme
<b>Number of semesters:</b>	Four
<b>Number of ECTS required for the award of qualifications corresponding to the level:</b>	120
<b>Total number of teaching hours:</b>	795
<b>Professional degree awarded to the graduate:</b>	magister
<b>The relationship between the study programme and NCU mission and strategy:</b>	The second-cycle study program in the field of management implements both the Mission and Strategy of the Nicolaus Copernicus University in Toruń, ensuring educational conditions at the highest level. The leading discipline to which the major is assigned has scientific category A, and the subjects are taught by academic teachers whose research and scientific achievements have a direct impact on the substantive content of the program. Studies in this field comprehensively prepare for further scientific development during third-cycle studies at the doctoral school. Representatives of the business environment also actively participate in the education process, which has a direct impact on linking the educational content with the current needs and challenges of the modern labour market. In the implementation of the educational program, great emphasis is placed on developing the social competences of graduates who are responsible for the environment and its sustainable development, socially engaged, enterprising, open and sensitive to diversity. Teaching classes are conducted using modern software and technology. In order to ensure interdisciplinarity of education, students take subjects in the field of humanities, also in a foreign language, during the two-year cycle. The field of study also offers an educational path in English, and its students have the opportunity to participate in a double-diploma study program under a partnership agreement with the University of Angers (France), which gives them opportunities for both scientific development and work in an international environment.
<b>Courses/course modules along with expected learning outcomes</b>	

Course module	Course	Expected learning outcomes (student:)	Forms and methods of teaching ensuring the achievement of learning outcomes	Methods of verifying and assessing expected learning outcomes achieved by the student
<b>Module: general education</b>	Business English for Management	U01: is able to communicate with various groups of recipients using general English and in the context of management. (K_U11) U02: is able to prepare and deliver speeches in debates on topics related to management, using general English at the B2+ level. (K_U10) U03: has the ability to use English in speech and writing at the B2+ level of the Common European Framework of Reference for Languages and in the area of management. (K_U11)	Cognitive-communicative method with the usage of various forms of students work	graded credit/exam
	University lectures (field of human sciences)	depends on the chosen lecture		
	Occupational Safety, Health and Ergonomics	Moodle	Moodle	Moodle

<b>Module: Basic subjects</b>	Contemporary Management Concepts	<p>W1. knows the nature and the evolution of management theory and its position within the system of social sciences (K_W01)</p> <p>W2. knows, understands and considers – from the perspective of management theory – economic and social processes in organisations and their environment (including global environment), their sources, relations between them and long-term consequences (outcomes) (K_W02)</p> <p>W3. knows, understands and considers – from the perspective of management theory – the relations between organisations and their stakeholders, the rules of developing these relations in accordance with ethical standards, CSR and development-oriented goals of an organisation (K_W03)</p> <p>W4. knows, understands and considers – from the perspective of management theory – selected systems of legal, organisational, branch and ethical standards including their nature, roots, changes and courses of action (K_W05)</p> <p>W5. knows the theory of human behaviours in organisations at the individual, group and organisational level (K_W06)</p> <p>W6. knows, understands and considers – from the perspective of management theory – the principles and methods of rationalising decision making, regarding strategic decisions in particular (K_W07)</p> <p>U1. is capable of forecasting, identifying and analysing the issues concerning the operations and development of an organisation (K_U01)</p> <p>U2. can to design and manage remedial actions for identified problems/issues (K_U02), U3. The graduate can to apply up-to-date management methods and techniques in an efficient way (K_U04),</p>	<p>Teaching methods and tools:</p> <p>Lecture including:</p> <ul style="list-style-type: none"> <li>- PPT presentations</li> <li>- video and audio teaching materials</li> <li>- conversations and discussions</li> <li>- case studies</li> </ul>	Lectures - exam
	Contemporary Macroeconomic Problems	<p>W1. knows, understands and considers from the point of view of the management sciences economic and social processes taking place in institutions and their environment, including global environment, and their sources, interrelationships and long-term consequences (K_W02).</p> <p>U1. has the ability to understand and analyze economic phenomena, enhanced by the ability to in-depth their theoretical evaluation using the scientific method (K_U09).</p> <p>K1. Analytical thinking: one has the competences to create and to use tools to acquire information and knowledge necessary for the functioning of the institutions in a global environment (K_K01).</p>	<p>Lectures using multimedia presentations, additional teaching materials available on the website of lecturer</p>	Lectures - exam

	Business Law	<p>W1. knows and understands main principles and regulations of business law in Poland (K_W03)</p> <p>W2. has in-depth knowledge of character, evolution and main tasks of business law in modern society (K_W05).</p> <p>U1. is able to apply norms of business law in order to solve specific problems of management in organization (K_U07).</p> <p>U2. is able to deal with legal issues during start-up process (K_U08).</p> <p>U3. is able to advise best legal schemes in business activity (K_U14).</p> <p>K1. understands the necessity of developing and updating the knowledge about legislation changes (K_K01).</p>	Lecture: conventional and with interaction with audience (presentations by students), as well as with case study and problem solving methods included.	Lectures - graded credit
	Ethics in Management	<p>W1. knows, understands and investigates – from the perspective of management theory – the relations between an organisation and its internal and external stakeholders as well as the rules of developing these relations in accordance with ethical standards, CSR and organisational aims (K_W03).</p> <p>W2. knows thoroughly, understands and investigates –from the perspective of management theory – selected systems of legal, organisational, professional and ethical standards including their mechanisms, nature, roots, changes and ways of operation (K_W05).</p> <p>U1. is able to apply normative systems, standards and regulations (legal, professional and ethical) in order to solve a specific task in management (K_U07).</p> <p>U2. is able to analyse social processes and phenomena along with their causes, to formulate his/her own opinions thereon as well as set simple research hypotheses and verify them (K_U03).</p> <p>K1. continuously develops his/her knowledge and skills and inspires other persons to follow (K_K01).</p> <p>K2. correctly identifies and solves specialist and ethical problems related with their profession (K_K03).</p>	<p>1. conventional lecture with elements of common discussion</p> <p>2. multimedia presentations</p> <p>3. delivering papers</p>	Lectures - exam
	Statistics in Management	<p>W1. knows statistical distributions and their application in statistical inference (estimation, hypotheses testing) (K_W04).</p> <p>W2. knows and evaluates methods of analysis of statistical codependence and its applications in management (K_W04).</p> <p>U1. possess practical skills in using statistical methods in management, mainly statistical inference methods (K_U04).</p> <p>K1. uses competences in creation and application of statistical instruments in global environment (K_K04).</p>	Lecture, classes	<p>Lectures - graded credit</p> <p>classes - graded credit</p>

<b>Module: Main course subjects</b>	Master's Diploma Seminar	<p>W1. knows the principles of academic writing and the methods of data collection, processing and analysis (K_W04).</p> <p>U1. formulates research problems and suggest hypotheses (K_U01, K_U03).</p> <p>U2. conducts literature surveys (K_U01, K_U05, K_U10).</p> <p>U3. applies methods of data collection, processing and analysis, formulate recommendations for business organisations, present the research findings and write and edit scientific papers (K_U02, K_U03, K_U04, K_U06, K_U09, K_U010).</p> <p>K1. develops his/her competences of independent thinking and solving organisational problems (K_K01, K_K04).</p>	<p>Lecture including:</p> <ul style="list-style-type: none"> <li>- PPT presentations,</li> <li>- case studies,</li> <li>- discussions.</li> </ul>	credit/exam
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	Strategic Management	<p>W1. knows, understands and considers – from the perspective of management theory – economic and social processes in organisations and their environment (including global environment), their sources, relations between them and longterm consequences (outcomes) (K_W02).</p> <p>W2. knows, understands and considers – from the perspective of management theory – the relations between organisations and their stakeholders, the rules of developing these relations in accordance with ethical standards, CSR and developmentoriented goals of an organisation (K_W03).</p> <p>W3. knows, understands and considers thoroughly selected methods and tools of collecting data, describing, modelling and identifying the rules of economic processes (K_W04).</p> <p>W4. knows, understands and considers – from the perspective of management theory – the principles and methods of rationalising decision making, regarding strategic decisions in particular (K_W07).</p> <p>W5. knows, understands and considers – from the perspective of management theory – the processes of managing and implementing changes in an organisation, its resources and functional areas (K_W08).</p> <p>U1. forecasts, identifies and analyses the issues concerning the operations and development of an organisation (K_U01).</p> <p>U2. applies up-to-date management methods and techniques in an efficient way (K_U04).</p> <p>U3. makes use of acquired knowledge and critically analyse the effectiveness and applicability of this knowledge (K_U05).</p> <p>U4. develops the solutions to particular problems and implement remedial actions (K_U06).</p> <p>U5. designs new business ventures, including start-ups in global markets, by defining their aims, risks and processes (K_U08).</p> <p>U6. understands and analyses economic phenomena using research methods (K_U09).</p> <p>K1. participates in international projects and perform the role of their leader (K_K02)</p> <p>K2. develops and applies information collection tools indispensable for an organisation to operate in a global environment (K_K04).</p>	<p>Teaching methods, techniques and tools:</p> <p>1. Lecture including:</p> <ul style="list-style-type: none"> <li>- PPT presentations,</li> <li>- video and audio teaching materials,</li> <li>- conversations and discussions.</li> </ul> <p>2. Practical classes including:</p> <ul style="list-style-type: none"> <li>- case studies,</li> <li>- students' projects and PPT presentations,</li> <li>- reading activities (authentic and adapted business and scientific texts, both extensive and intensive reading),</li> <li>- conversations and discussions.</li> </ul>	Lectures - exam classes - graded credit
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	Process Management	<p>W1. knows, understands and investigates thoroughly selected methods and tools of collecting data, describing, modelling and identifying the rules of economic processes. (K_W04).</p> <p>U1. is able to develop solutions to a specific problem and implement suggested recommendations (K_U06).</p> <p>K1. creatively contributes to team projects and coordinates them (also) as their leader (K_K02).</p>	Lecture and discussion, team project, case study	Lectures - graded credit
	Managerial Accounting	<p>W1. knows and understands the decision-making tools in the enterprise (K_W02).</p> <p>U1. is able to apply decision-making tools in the enterprise (K_U03).</p> <p>K1. is able to identify sources of the information, necessary for the application of decision-making tools in the enterprise (K_K04).</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> <li>- informative lecture – Power Point presentation of theoretical issues and practical examples.</li> </ul> <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> <li>- practical – solving of practical cases, project, discussion, group work.</li> </ul>	Lectures -exam classes - graded credit
	Entrepreneurship	<p>W1. recognizes economic and social processes in organisations and their environment, including a global dimension (K_W02).</p> <p>W2. understands mutual relations between economic and social processes in organisations and their environment (K_W02).</p> <p>W3. knows general rules of starting-up and developing individual entrepreneurship based on the knowledge of management theory (K_W10).</p> <p>U1: proposes the solutions of a particular problem and implement recommendations (K_U06).</p> <p>U2. can design new and socially responsible business enterprises, set up their aims, assess risk and plan resources (K_U08).</p>	Interactive lecture, case study, discussions during tutorials.	Lectures -exam classes - graded credit
	Psychology in Management	<p>W1. has a thorough knowledge of human behaviours in an organisation at the individual, group and organisational level (K_W06).</p> <p>U1. can analyse social processes and phenomena and their causes (K_U03).</p> <p>K1. Professionalism and ethics: identifies and solves adequately specialist and ethical dilemma in a workplace (K_K03).</p>	Lecture	Lectures - graded credit

	Management Games I	<p>U1. forecasts, identifies and analyses problems related to the operations and development of an organisation, making use of theoretical knowledge and formulating own opinions (K_U01).</p> <p>U2. designs and manages projects aimed at solving organisational problems (K_U02).</p> <p>U3. analyses social processes and their causes, formulate own opinions (K_U03).</p> <p>K1. contributes to team projects and manages them as a leader (K_K02).</p> <p>K2. creates a positive organisational climate in teams as their member or leader (K_K03).</p> <p>K3. develop and applie the tools of collecting information and knowledge necessary for an organization (K_K01).</p> <p>K4. prioritises tasks adequately (K_K03).</p> <p>K5. plans and acts as an entrepreneur (K_K04).</p>	Computer business simulation, discussion and brain storming.	classes - graded credit
Specialisation Module - BUSINESS ADMINISTRATION	Leadership in Global Economy	<p>W1. knows, understands and considers – from the perspective of management theory – the relations between an organisation and its internal and external stakeholders as well as the rules of developing these relations in accordance with ethical standards, CSR and organisational aims (K_W02; K_W03).</p> <p>W2. has a thorough knowledge of human behaviours in an organisation at the individual, group and organisational level (K_W06).</p> <p>U1. can design and manage projects aimed at solving organisational problems (K_U02).</p> <p>U2. continuously enriches his/her knowledge and inspire the others to do the same (K_U15).</p>	Lecture including: - multimedia presentations - video and audio teaching materials - students' multimedia presentation	Lectures - exam

	Academic Writing	<p>W1. knows methods, techniques and instruments of data collection, processing and analysis applicable to the field of management (K_W04).</p> <p>W2. knows and understands ethical principles related to academic writing (K_W05).</p> <p>W3. knows and understands key assumptions of intellectual property rights related to academic writing (K_W09).</p> <p>U1. formulates research problems and designs a research process (K_U03).</p> <p>U2. conducts literature surveys (K_U05).</p> <p>U3. presents research findings, writes and edits a research paper (K_U10).</p> <p>U4. presents research findings, writes and edits a research paper (K_U09, K_U10, K_U11).</p> <p>U5. works as a member (or a head) of a research team (K_U13, K_U14, K_U15).</p> <p>K1. complies with professional and ethical principles related to academic research and writing (K_K02).</p>	Informative lecture, case study analysis, group discussion	classes - graded credit
	Operational Research	<p>W1. formulates and quantifies decision-related problems (K_W07).</p> <p>W2. determines methods and techniques that are suitable to solve the problems identified (K_W07).</p> <p>W3. applies quantitative tools in the optimization of decisions (K_W07).</p> <p>U1. uses mathematical modelling methods to develop and interpret information that helps management with policy formulation and other managerial functions (K_U01).</p> <p>U2. interprets the results of the analysis conducted and presents recommendations to decision-makers (K_U06).</p> <p>U3. applies appropriate software to solve specific problems (K_U12).</p> <p>K1. applies analytical techniques to the best of her/his knowledge and belief to support decision-making processes by helping decision-makers (managers) to make better decisions and solve problems (K_K01).</p>	lecture, description, talk, discussion, presentations in Microsoft Office PowerPoint, using Microsoft Excel and other software, solving tasks, project	Lectures - graded credit classes - graded credit

	Brand Management	<p>W1. explains and interprets from the management science perspective: mechanisms of influence the brand on consumers and the importance of a strong brand to build a sustainable competitive business (K_W04; K_W07).</p> <p>U1. designs brand building process and also can evaluate its effects (K_U02).</p> <p>U2. works in a team in order to solve problems and, including in particular projects related to the development of an organization (K_U14).</p> <p>K1. has competencies in formulating communicatively and transmitting their thoughts, opinions and any information (K_K03).</p>	Lecture with PP presentation, discussion, teamwork, case study analyzing, projects	Lectures - graded credit classes - graded credit
	Business Competitiveness Management	<p>W1. has knowledge of the requirements of the modern environment and its impact on the management of the enterprise (K_W01).</p> <p>W2. knows and understands the meaning of "new competitive landscape" (K_W02).</p> <p>W3. knows and understands the concept of competitiveness of the company and the relationship with the stakeholders who decide on competitiveness (K_W03).</p> <p>W4. knows and understands the competitiveness of the company model and all of its elements (competitive potential, competitive advantage, competitive tools, competitive position) (K_W03).</p> <p>W5. knows and understands the importance of workers in the building of competitive advantage (K_W06).</p> <p>W6. knows and understands how to assess individual elements of the company competitiveness model (K_W07).</p> <p>U1. is able to predict, identify and analyze the ability to compete of the company (K_U01).</p> <p>U2. is able to design actions to improve competitive potential of the company (K_U02).</p> <p>U3. is able to determine on the basis of competition law illegal activities undertaken by the company (K_U07).</p> <p>U4. is able to design new business ventures (K_U08).</p> <p>U5. can use the methods of analysis needed to design competitive strategies, such as Porter's diamond model, Five forces Porter's model, value-added chain, and others (K_U09).</p>	Power point presentation, interactive lecture, discussion, case study.	Lectures - exam

	Communication and development of Managerial Skills	<p>W1. knows, understands and considers – from the perspective of management theory (organizational behaviour in particular) – social processes in organisations and their roots, mutual relations and long-term consequences (K_W02).</p> <p>W2. has a thorough knowledge of human behaviours in an organisation at the individual, group and organisational level (K_W06).</p> <p>U1. produces thorough written reports and oral presentations on business topics in English (L2) at the B2+ level (K_U11).</p> <p>U2. enriches his/her knowledge and inspire the others to do the same (K_U15).</p> <p>U3. contributes to team projects and manages them as a leader (K_U14).</p> <p>U4. creates a positive organisational climate (and trust) in teams as their member or leader (K_U13)</p> <p>K1. prioritises tasks adequately (K_K02).</p>	<p>Teaching methods, techniques and tools:</p> <p>1. Lecture including: conversations and discussions</p> <p>PPT presentations</p> <p>video and audio teaching materials</p> <p>2. Workshops including: behavioral- based trainings</p> <p>simulations</p> <p>role-playing games</p> <p>case studies</p> <p>students' projects and PPT presentations</p> <p>conversations and discussions</p>	classes - graded credit
	Cross-cultural Management	<p>W1. defines and describes culture dimensions determining human behaviours in an organisation at the individual, group and organisational level (K_W06).</p> <p>U1. can analyse the cultural determinants of social processes and phenomena in an organisation (K_U03).</p> <p>U2. characterizes the impact of cultural differences on the effectiveness of the management methods applied (K_U03).</p> <p>U3. Team work: creates a positive organisational climate (and trust) in teams as their member or leader (K_U13).</p>	<p>Methods: case studies, presentations with slides, discussions and teamwork</p>	<p>Lectures - exam</p> <p>classes - graded credit</p>
	Knowledge Management in Organization	<p>W1. the assumptions and the evolution of the knowledge management concept and its position within the theory of management (K_W01).</p> <p>W2. knows, understands and considers – from the perspective of management theory – competition processes, the sources of competitiveness and their long-term consequences (outcomes) (K_W02).</p> <p>W3. knows, understands and considers – from the perspective of management theory – knowledge management processes in organisations and their environment (including global environment), the sources of knowledge, the relations between knowledge management processes, basic terminology concerning intellectual capital, the concept of the knowledge-based economy and the long-term consequences (outcomes) of knowledge management processes (K_W02).</p>	<p>Teaching methods, techniques and tools:</p> <p>1. Lecture including:</p> <ul style="list-style-type: none"> <li>- PPT presentations</li> <li>- video and audio teaching materials</li> <li>- conversations and discussions</li> <li>- case studies</li> </ul> <p>2. Practical classes including:</p> <ul style="list-style-type: none"> <li>- case studies</li> <li>- students' projects and PPT presentations</li> <li>- reading activities</li> </ul>	<p>Lectures - exam</p> <p>classes - graded credit</p>

		<p>W4. knows, understands and considers selected methods and tools of measuring knowledge resources and knowledge management assessment (K_W04).</p> <p>W5. knows human behaviours determining knowledge management and positive organisational potential (K_W06).</p> <p>W6. knows, understands and considers – from the perspective of management theory – the processes of implementing knowledge management solutions in organisations and their functional areas (K_W08).</p> <p>W7. knows and understands primary rules of managing intellectual capital and protecting knowledge (K_W09).</p> <p>U1. can forecast, identify and analyse the issues concerning knowledge management (K_U01).</p> <p>U2. can design and manage remedial actions for identified problems/issues concerning knowledge management (K_U02).</p> <p>U3. can make use of acquired knowledge concerning knowledge management and critically analyse the effectiveness and applicability of this knowledge (K_U05).</p> <p>U4. can develop the solutions to particular problems concerning knowledge management and implement remedial actions (K_U06).</p> <p>U5. can apply organisational standards and rules in order to solve specific problems concerning knowledge management and positive organisational potential (K_U07).</p> <p>U6. can produce in English written reports and oral presentations on business topics (K_U10).</p> <p>K1. participates in international projects and performs the role of their leader (K_K02).</p>	<p>(authentic and adapted business and scientific texts, both extensive and intensive reading);</p> <ul style="list-style-type: none"> <li>- conversations and discussions</li> <li>- brainstorming sessions.</li> </ul>	
	Financial Analysis	<p>W1. knows and understands tools and techniques from the field of financial analysis of collecting data, describing, modelling and identifying the rules of economic processes that are needed in the enterprise for decision-making (K_W04).</p> <p>U1. is able to forecast, identify and analyse problems related to the operations and development of an organisation, making use of theoretical knowledge and formulating own opinions (K_U01).</p> <p>K1. creates a positive organisational climate (and builds trust) in teams as their member or leader (K_K02).</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> <li>- informative lecture, description – Power Point presentation of theoretical issues and practical examples.</li> </ul> <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> <li>- practical – solving of practical cases, project, discussion, group work.</li> </ul>	Lectures - exam classes - graded credit

	Business excellence	<p>W1: characterize different approaches of how to explain business excellence – K_W02</p> <p>W2: explain the essence, criteria and benefits of self-assessment according to the EFQM Business Excellence Model – K_W08</p> <p>W3: enumerate and describe methods and tools used in self-assessment – K_W04 ; Within the scope of skills:</p> <p>Student can:</p> <p>U1: apply one of the self-assessment methods – K_U01</p> <p>U2: identify areas for improvement on the basis of self-assessment results – K_U06</p> <p>U3: present the survey results and findings in front of the audience – K_U11 ; Within the scope of social competence:</p> <p>Student can:</p> <p>K1: work in a team – K_K02</p>	<p>The course is conducted:</p> <ul style="list-style-type: none"> <li>- in the form of a traditional lecture with the use of PowerPoint presentation</li> <li>- in the form of classes with the use of case study method: students work in teams, preparation for classes is required, (reading of literature and cases), also activity and task accomplishment</li> </ul>	<p>Lectures - graded credit</p> <p>classes - graded credit</p>
	Value-based Management	<p>W1. knows the idea of value creation in the company (K_W03).</p> <p>W2. recognizes factors that create value of the company and scope of their influence (K_W02).</p> <p>U1. knows how to measure value creation of the company (K_U04).</p> <p>K1. tends to develop knowledge in field of value creation (K_K01).</p> <p>K2. searches for new and creative solutions of the financial problems of the corporation (K_K01).</p>	Power Point presentation, case study	<p>Lectures - graded credit</p> <p>classes - graded credit</p>
	Management Games II	<p>U1. forecasts, identifies and analyses problems related to the operations and development of an organisation, making use of theoretical knowledge and formulating own opinions (K_U01).</p> <p>U2. designs and manages projects aimed at solving organisational problems (K_U02).</p> <p>U3. analyses social processes and their causes, formulates own opinions (K_U03).</p> <p>K1. contributes to team projects and manages them as a leader (K_K02).</p> <p>K2. creates a positive organisational climate in teams as their member or leader (K_K03).</p> <p>K3. develops and applies the tools of collecting information and knowledge necessary for an organization (K_K01).</p> <p>K4. prioritises tasks adequately (K_K03).</p> <p>K5. and acts as an entrepreneur (K_K04).</p>	<p>computer business simulation</p> <p>teamwork, discussion and brainstorming</p>	classes - graded credit

<b>Specialisation Module - TOURISM AND SPORT MANAGEMENT</b>	CSR in Tourism and Event Organizations	<p>W1. knows, understands and considers – from the perspective of management theory – the relations between an organisation and its internal and external stakeholders as well as the rules of developing these relations in accordance with ethical standards, CSR and organisational aims (K_W02; K_W03).</p> <p>U1. can design and manage CSR projects aimed at solving organisational problems (K_U02).</p> <p>U2. continuously enriches his/her knowledge and inspire the others to do the same (K_U15).</p>	Lecture including: - multimedia presentations, - video and audio teaching materials, - students' multimedia presentation; Practical classes: case study, project	Lectures - exam classes - graded credit
	Finance for Tourism and Sport Organizations	<p>W1. knows to a significant extent, selected methods and tools of data acquisition, description, modelling and identification of regularities governing economic processes for tourism and sport organization (K_W04). W2. The graduate knows rules and methods of rational decision making, based on the financial results of sports and tourism organizations (K_W07).</p> <p>U1. is able to predicting, identifying and analysing complex problems related to practical functioning and development of sport and tourism institutions using theoretical knowledge and formulating own opinions (K_U01).</p> <p>K1. develops and applies, on their own, tools for information and knowledge acquisition necessary for functioning of the institution in a global environment, critical assessment of information received and recognise the importance of knowledge for solving cognitive and practical problems (K_K01).</p>	Power point presentation, interactive lecture, discussion, case study.	Lectures - graded credit
	E-commerce in Tourism	<p>W1. knows to a large extent the knowledge of human behavior in the organization at the individual, collective and institutional level, which allows for efficient design of e-commerce systems in tourism (K_W06).</p> <p>W2. knows the complex processes of managing and implementing e-commerce systems and is able to adapt them to the individual needs of the client (K_W08).</p> <p>U1. is able to predict, identify and analyze complex problems related to the practical functioning of e-commerce (K_U01).</p> <p>K1. independently develops and uses tools for acquiring information and knowledge necessary to carry out effective activities for the needs of tourism (K_K01).</p>	lecture, description, talk, discussion, presentations in Microsoft Office PowerPoint, using Microsoft Excel and other software, solving tasks, project, case studies	Lectures - graded credit classes - graded credit



	Organization and Coordination of Events	<p>W1: knows the complex processes of event management and knows where to implement changes to individual resources (K_W08)</p> <p>W2: knows the principles of creating and developing forms of individual entrepreneurship in the field of creating your own organization dealing with the organization of events (K_W10)</p> <p>U1: is able to design projects (sports, cultural, scientific) related to solving complex problems arising during events (K_U02)</p> <p>U2: is able to independently propose innovative solutions that can be implemented during the organization of events (K_06)</p> <p>K1: is ready to independently define priorities related to the organization of events (K_K02)</p>	Lecture with PP presentation, discussion, teamwork, case study analyzing, projects	Lectures - graded credit classes - graded credit
	Extreme Tourism	<p>W1. to a significant extent, relations of institutions with their stakeholders (internal and external), for the preparation of an appropriate extreme tourism offer for individual and group clients (institutions) (K_W03).</p> <p>W2. knowledge of human behavior in the organization on an individual, collective and institutional level to a significant extent, including the creation of team building activities through activity (K_W06).</p> <p>K1. adequately defines the priorities that are used to conduct an extreme event (K_K02).</p>	Informative lecture, case study analysis, group discussion	Lectures -exam
	Tourism Enterprise Management	<p>W1. knows, understands and considers – from the perspective of management theory (organizational behaviour in particular) – social processes in tourism sector (K_W02).</p> <p>U2. enriches his/her knowledge and inspire the others to do the same in tourism management area (K_U15).</p> <p>U3. contributes to team tourism projects and manages them as a leader (K_U14).</p> <p>U4. creates a positive organisational climate (and trust) in teams as their member or leader (K_U13)</p> <p>K1. prioritises tasks adequately for management in tourism enterprises (K_K02).</p>	Methods: case studies, presentations with slides, discussions and teamwork	classes - graded credit

	Event Management	<p>W1: knows and understands the processes and dependencies occurring within the organization of events (K_W02).</p> <p>W2: knows and understands the principles and methods of rationalization of decisions in the area of organization of events (sports, tourism, business) (K_W07).</p> <p>U1: Can manage events (K_U02).</p> <p>U2: Can plan and create new events on the local and national market, accurately defining their goal and the course of implementation processes (K_U08).</p> <p>K1: is ready to properly prioritize the implementation of tasks, including being prepared to organize activities for the benefit of the social environment (K_K02).</p>	Methods: case studies, presentations with slides, discussions and teamwork	Lectures - exam classes - graded credit
	Psychology in Sport and Tourism Business	<p>W1: has an in-depth knowledge of the application of psychology in sport and tourism, thanks to which he can understand the behavior of people in the organization on an individual and group level (K_W06)</p> <p>U1: is able to analyze the causes and course of complex social phenomena, formulate opinions on this topic using the acquired knowledge from the influence of psychology in sport and tourism (K_U01)</p>	<p>Teaching methods, techniques and tools:</p> <p>1. Lecture including:</p> <ul style="list-style-type: none"> <li>- PPT presentations</li> <li>- video and audio teaching materials</li> <li>- conversations and discussions</li> <li>- case studies</li> </ul> <p>2. Practical classes including:</p> <ul style="list-style-type: none"> <li>- case studies</li> <li>- students' projects and PPT presentations</li> <li>- reading activities (authentic and adapted business and scientific texts, both extensive and intensive reading);</li> <li>- conversations and discussions</li> <li>- brainstorming sessions.</li> </ul>	Lectures -exam classes - graded credit

	Legal Aspects in Event Management	<p>W1: knows and understands the systems of legal norms and rules necessary for the organization of events (K_W05).</p> <p>U1: is able to design projects based on current legal regulations (K_U02).</p> <p>U2: is able to use normative (legal) systems in order to solve a specific task related to an event (cultural, sports, scientific) (K_U07).</p> <p>K1: is ready to properly define the priorities of creating sports events in accordance with the currently applicable provisions of law (K_K02).</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> <li>- informative lecture, description – Power Point presentation of theoretical issues and practical examples.</li> </ul> <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> <li>- practical – solving of practical cases, project, discussion, group work.</li> </ul>	Lectures - exam classes - graded credit
	Legal Aspects in Tourism	<p>W1: knows and understands the systems of legal norms and rules necessary for the organization of tourism (K_W05).</p> <p>U1: is able to use normative (legal) systems in order to solve a specific task related to an tourism event (K_U07).</p> <p>K1: is ready to properly define the priorities of creating tourism events in accordance with the currently applicable provisions of law (K_K02).</p>	<p>The course is conducted:</p> <ul style="list-style-type: none"> <li>- in the form of a traditional lecture with the use of PowerPoint presentation</li> <li>- in the form of classes with the use of case study method: students work in teams, preparation for classes in required, (reading of literature and cases), also activity and task accomplishment</li> </ul>	Lectures - graded credit
	Team Building in Events	<p>W1: explains the importance of group processes for the individual and for the organization (K_W06).</p> <p>W2: lists and describes the factors determining the effectiveness of teamwork (K_W06).</p> <p>U1: correctly applies team building rules in practice (K_U05).</p> <p>U2: proposes effective solutions to problems related to the functioning of teams (K_U06).</p> <p>K1: demonstrates leadership competencies in inspiring to act in a socially responsible manner (K_K02).</p>	Power Point presentation, case study	Lectures - graded credit classes - graded credit

	Sport and leisure marketing basis	<p>W1: Knows the features of service organizations and the limitations resulting from their specificity (K_W03).</p> <p>W2: Identifies the main elements of the environment of service enterprises operating on the tourism and sports market (K_W04).</p> <p>U1: Analyzes the environment of the organization and its strategic potential (K_U01).</p> <p>U2: Plans activities and marketing instruments that make up the market offer of enterprises on the market of tourism and sports services (K_U02).</p> <p>K1: Communicates and communicates thoughts, opinions and all information about the known rules of the marketing concept of enterprise management on the market of tourist and sports services (K_K03).</p>	Power point presentation, interactive lecture, discussion, case study.	classes - graded credit
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The study program does not provide for professional internships.						
<b>Detailed allocation of ECTS credits</b>						
Academic or artistic disciplines, to which learning outcomes refer:						
Specialisation Module - BUSINESS ADMINISTRATION	Artistic or academic discipline				ECTS credits	
					number	%
1.	Management and Quality Studies				113	94%
2.	Economics and Finance				7	6%
Specialisation Module - TOURISM AND SPORT MANAGEMENT	Artistic or academic discipline				ECTS credits	
					number	%
1.	Management and Quality Studies				113	94%
2.	Economics and Finance				7	6%
Course modules	Course	No. of ECTS credits	No. of ECTS credits in the discipline: (enter names of disciplines)	No. of ECTS credits for elective courses	No. of ECTS credits obtained by the student in classes conducted with direct contact with the teacher or tutor	No. of ECTS credits obtained by the student as a result of: courses related to academic activity within a discipline or disciplines, to which the field of study is assigned / courses focused on training practical skills

			Management and Quality Studies	Economics and Finance			
<b>Module: general education</b>	UNIT - Business English for Management	2	2			1	2
	UNIT - university lectures (field of human sciences)	4	4		4	2	4
	Occupational Safety, Health and Ergonomics	0	0				0
<b>Module: Basic subjects</b>	Contemporary Management Concepts	5	5			2,5	5
	Contemporary Macroeconomic Problems	3	0	3		1,5	
	Business Law	2	2			1	2
	Ethics in Management	3	3			1,5	3
	Statistics in Management	5	5			2,5	3
<b>Module: Main course subjects</b>	Master's Diploma Seminar	20	20		20	10	20
	Strategic Management	6	6			3	6
	Process Management	2	2			1	2
	Managerial Accounting	4	4	0		2	3
	Entrepreneurship	4	4			2	4
	Psychology in Management	2	2			1	2
	Management Games I	2	2			1	2
<b>Specialisation Module - BUSINESS ADMINISTRATION</b>	Leadership in Global Economy	4	4		4	2	4
	Academic Writing	2	2		2	1	2
	Operational Research	5	3	2	5	2,5	3
	Brand Management	5	5		5	2,5	5
	Business Competitiveness Management	5	5		5	2,5	5
	Communication and development of Managerial Skills	3	3		3	1,5	3

	Cross-cultural Management	5	5		5	2,5	5
	Knowledge Management in Organization	5	5		5	2,5	5
	Financial Analysis	6	4	2	6	3	4
	Business excellence	4	4		4	2	4
	Value-based Management	4	4		4	2	4
	Management Games II	8	8		8	4	8
<b>IN TOTAL:</b>		<b>120</b>	<b>113</b>	<b>7</b>	<b>80</b>	<b>60</b>	<b>110</b>
			94%	6%	67%	50%	92%
<b>Specialisation Module - TOURISM AND SPORT MANAGEMENT</b>	CSR in Tourism and Event Organizations	4	3	1	4	2	4
	Finance for Tourism and Sport Organizations	3	1	2	3	1	3
	E-commerce in Tourism	6	6	0	6	3	3
	Organization and Coordination of Events	5	5		5	2,5	5
	Extreme Tourism	5	5	0	5	2,5	5
	Tourism Enterprise Management	3	3	0	3	1,5	3
	Event Management	5	5		5	2,5	5
	Psychology in Sport and Tourism Business	5	5		5	2,5	5
	Legal Aspects in Event Management	5	5	0	5	2,5	4
	Legal Aspects in Tourism	3	2	1	3	1,5	3
	Team Building in Events	4	4		4	2	4
	Sport and Leisure Marketing Basis	8	8		8	4	8
<b>IN TOTAL:</b>		<b>120</b>	<b>113</b>	<b>7</b>	<b>80</b>	<b>60</b>	<b>110</b>
			94%	6%	67%	50%	92%

Course modules	Course	Programme content
<b>Module: general education</b>	UNIT - Business English for Management	Logistics Quality Banking Market structure and competition Takeovers Efficiency and employment
	UNIT - university lectures (field of human sciences)	depends on the chosen subject
	Occupational Safety, Health and Ergonomics	potential threats in the place of study and stay, factors harmful to health, burdensome and dangerous - prevention introduction to ergonomics, fire protection, first aid rules
<b>Module: Basic subjects</b>	Contemporary Management Concepts	Determinants and challenges of contemporary management Continuous change management concepts Discontinuous change management concepts Positive management concepts
	Contemporary Macroeconomic Problems	introduction to macroeconomics with particular emphasis on: unemployment, inflation and economic growth financial crises: explanations and policy implications characteristics of the sustainable development concept with particular emphasis on the Sustainable Development Goals (SDG) impact of the covid-19 pandemic on the global economy the economics of war
	Business Law	Evolution and functions of business law. Sources of law in Poland and an EU Member State. Business activity regulations and main forms of business entities in Poland. Selected Polish and European regulations concerning business operations, like investments, employment, etc.
	Ethics in Management	Code of ethics, conflict of moral and managerial values, managerial virtues, responsible management, sustainable development, managerial ethos
	Statistics in Management	Probability, random variables, and their distributions Statistical inference: parameter estimation and hypotheses testing Association and correlation analysis Application of statistical inference in management

<b>Module: Main course subjects</b>	Master's Diploma Seminar	Principles of academic writing and editing MA theses Formulation of MA thesis topics, aim and objectives, research problems and hypotheses Selection of information sources and research methods Principles of conducting literature research Presentation of conclusions and recommendations for business practice
	Strategic Management	Corporate level strategies Business level strategies Strategic management process Strategic analysis
	Process Management	Introduction to Process Management Basics of Process Mapping and Analysis Implementing Process Changes Quality Assurance and Control Case Studies and Practical Applications Communication and Documentation Final Project Presentation and Review
	Managerial Accounting	The scope of management accounting Cost and revenue classification Cost-Volume-Profit Analysis Profit sensitivity analysis Pricing decisions Cost estimation
	Entrepreneurship	perspectives on entrepreneurship traits of an entrepreneur conditions of entrepreneurship forms of entrepreneurship business support infrastructure
	Psychology in Management	Introduction to psychology in management – general terms Psychological tools and techniques of influence Psychology of decision making
	Management Games I	Business management simulation connect theoretical knowledge with practical application, offering participants a realistic, risk-free environment to develop their skills Participants learn to recognize success factors, set goals and strategies, and navigate complex decision-making processes while balancing economic and ecological considerations



<b>Specialisation Module - BUSINESS ADMINISTRATION</b>	Leadership in Global Economy	Global and cultural contexts Foundations of modern leadership Contemporary leadership concepts Leading teams and change Developing leaders
	Academic Writing	The Faculty rules on Master's Thesis writing What is an academic style in Social Sciences- features, the use of hedging Bibliography managers: Zotero/Mendeley – how to manage your reference list and in-text citations in APA7 How to write an effective literature review How to describe your research methods Individual advice
	Operational Research	Linear programming Dynamic programming Network models Multi-criteria decision-aiding
	Brand Management	Brand definitions and interpretations Brand classifications Brand identity vs. brand image The role of brand Brand equity Brand communication system
	Business Competitiveness Management	The concept and essence of business competitiveness Basics and criteria of analysing competition 3. Model of the company's competitiveness management Globalization vs competitiveness of economy and company Resources of competitive potential The concept and sources of competitive advantage Methods and tools for building a competitive advantage Competitive positioning strategies
	Communication and development of Managerial Skills	Theory of organizational behaviour Mechanisms of human behaviours in an organisation at the individual, group and organisational level Psychological and social processes in organisations and their roots, mutual relations and long-term consequence

	Cross-cultural Management	<p>Cultural differences and management</p> <p>Verbal and non-verbal communication in cross-cultural environment</p> <p>Attitude to time and space</p> <p>Making business relationships</p> <p>Business protocol and etiquette</p> <p>Values in cross-cultural management (frameworks of G.Hofstede and F.Trompenaars'a)</p> <p>Multicultural organizations</p> <p>Global manager</p>
	Knowledge Management in Organization	<p>Knowledge management and organizational strategy</p> <p>Knowledge management process</p> <p>Knowledge management determinants, tools and systems</p> <p>Knowledge management and organisational culture</p> <p>Organizational learning and learning organization</p>
	Financial Analysis	<p>Characteristics of Financial Analysis</p> <p>Sources of Information Used in Financial Analysis</p> <p>Preliminary Analysis</p> <p>Ratio Analysis</p> <p>DuPont Analysis</p> <p>Financial Analysis in Budgeting</p>
	Business excellence	<p>Concept of excellence</p> <p>Evolution of business excellence concept</p> <p>Determinants of management system maturity</p> <p>Self-assessment according to the EFQM Business Excellence Model</p> <p>Selected methods and tools used in self-assessment</p>
	Value-based Management	<p>Concepts of value</p> <p>Types of value</p> <p>Business valuation methods</p> <p>Fundamental value vs. market value</p> <p>Value-added measures</p>
	Management Games II	<p>Business management simulation connect theoretical knowledge with practical application on more advance level of aplication than Management Games I</p> <p>The course emphasizes interdisciplinary thinking, problem-solving, and teamwork, utilizing computer-supported planning tools to foster a broad, integrated perspective on business management.</p> <p>Participants learn to recognize success factors, set goals and strategies, and navigate complex decision-making processes while balancing economic and ecological considerations</p> <p>The course emphasizes interdisciplinary thinking, problem-solving, and teamwork, utilizing computer-supported planning tools to foster a broad, integrated perspective on business management.</p>

<b>Specialisation Module - TOURISM AND SPORT MANAGEMENT</b>	CSR in Tourism and Event Organizations	The concepts of CSR and sustainable development in a tourism and event context. How the tourist and event industry (for example hotels, tour operators and the transport industry) has started applying the concepts of CSR and sustainability. Consumer perspective focusing on the tourist and the event visitor and their responsibilities.
	Finance for Tourism and Sport Organizations	Financial management Finance in sport organizations Accounting in sport and tourism
	E-commerce in Tourism	The analysis of the e-commerce market in tourism bussines. E-business solutions of: travel agents, tour operators, airline and hotels - workshop analyze. Theoretical and empirical developing the own e-business projects in the field of tourism.
	Organization and Coordination of Events	Introduction to event organization. Developing time management skills. The role of event coordinator. Events and its components: various types of events organized at a local, regional, national and international level (corporate events, live events, conferences, cultural and sport events, festivals). Event industry overview. Objectives of event management. Defining target audience. The role of creativity in designing an event. Fundamentals of event planning. Staffing an event. Volunteer management. Event team and crew management. Outsourcing. Marketing in event organization. SWOT analysis; media coverage, advertising campaigns. Publicity and Public Relations. Social media as a marketing tool. Promotion. Cause-related marketing. Sponsorship - different types of cooperation. Partnership / fundraising relationships. Sponsorship in communication context. Event production - planning and strategy. Designing and executing an event. Staging, logistics, accommodation, services, ticketing, transport and technical riders. Production scheduling. Trends on event management. Designing events during pandemic. Cultural events and their effect on city image. Sustainability in organizing events. Audience development. Basic event accounting. Budgeting and pricing related to event design. Monitoring the budget, financial goals. Financia Event safety and security. Major risks and emergency planning. Event laws and licences. Knowledge of standards and regulations. Types of contracts. Legal aspects of organizing events. General Data Protection Regulation in events. Evaluation of events. Data collecting, questionnaires and surveys, client's feedback, media publicity; reports on event outcomes.

	Extreme Tourism	<p>Introduction. Definition of extreme tourism, adventure tourism and extreme activities.</p> <p>Types of extreme activities and locations.</p> <p>The extreme tourists. Motivations, expectations, experiences, limitations and risks in extreme tourism</p> <p>The extreme activities and sports. Classifications and examples.</p> <p>The extreme locations. Artificial environments. Classifications and examples.</p> <p>Artificial Environments: Extreme destinations</p> <p>Artificial Environments: War and disaster tourism.</p> <p>The extreme locations</p> <p>Natural environments. Classifications and examples.</p> <p>Land-based extreme activities</p> <p>Water-based extreme activities</p> <p>Air-based extreme activities</p> <p>Disability and extreme tourism</p> <p>Ethics and sustainability. Environmental, cultural and economic impacts of extreme tourism.</p>
	Tourism Enterprise Management	<p>The functioning of tourist organizations, including hotels and travel agencies.</p> <p>Entire life cycle of a tourism enterprise organization.</p>
	Event Management	<p>Introduction to business tourism.</p> <p>Analysis of the division of business tourism</p> <p>Sustainable development in the enterprise</p> <p>Destinations - characteristics of the choice of region</p> <p>Internal management in corporations.</p> <p>Characteristics of individual corporate events</p> <p>Organization and participation in the IMEX-MPI-MCI Future Leaders Forum Warsaw conference</p> <p>Transport in corporate tourism</p> <p>Staff in corporate tourism</p> <p>Communication with a corporate client</p>
	Psychology in Sport and Tourism Business	<p>Selected psychological theories of human attitudes and behavior in various circumstances and conditions of private and professional life, in particular in the field of sport and tourism</p> <p>Neuropsychological aspects of motivation and goal achievement</p> <p>Psychological factors in the context of the principles of cooperation and management of people in the area of sport and business</p>
	Legal Aspects in Event Management	<p>Event management and law</p> <p>Sponsorship and ambush marketing</p> <p>Public procurement</p>

	Legal Aspects in Tourism	Legal requirements for tourism entrepreneurs, including the EU tourism law framework Specific requirements for contracts concluded by tour operators with customers, including model contracts in the practice of travel agencies Civil liability of travel agents for faulty performance of the travel contract Insurance in tourism
	Team Building in Events	Group building skills and dynamics Interpersonal communication skills Coping with stress and conflict Personal development and resources Motivation and task delegation
	Sport and Leisure Marketing Basis	marketing in sport, marketing through sport, building relationships with fans, hospitality and hospitality industry management, tourism marketing

This study programme is effective as of the winter semester of the academic year 2025/2026.