

# Management - Business Management

Form of study: full-time

IN MARCH IN OCTOBER English

## Key program features

**The program of study in this Specialization includes, among others:**

- Tourist Business
- Global Affairs
- International Competencies in Business

### **GENERAL EDUCATION SUBJECTS:**

- Foreign Language
- Health and Safety
- Information Technology
- Effective Studying Methods
- Basics of Social Communication
- Economics Basics
- Sociology
- The Basics of Civil and Commercial Law
- Quantitative Methods in Management
- Proseminar

### **MAJOR SUBJECTS:**

- Management Tools
- Business Ethics
- Accounting and Financial Documentation
- Economic and Financial Analysis
- Instruments of Marketing
- Market Research and Analysis
- Small Business Management
- Challenges and Expectations of the Labour Market
- Organizational Behaviour
- Interpretation of Statistical Data
- Business Game

### **SPECIALIZATION SUBJECTS:**

- Banking
- The globalization process
- Public Relations

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy w rozumieniu art. 66 i nast. kodeksu cywilnego. Zgodnie z art. 160 ust. 3 ustawy z dnia 27 lipca 2005 roku Prawo o szkolnictwie wyższym, umowa między a studentem zawierana jest w formie pisemnej.

- Supply chain management
- Tourist business
- Global matters
- Information management
- International Competencies in Business
- Hotel Management
- Customer Relationship Management
- Internet Marketing
- Corporate Social Responsibility
- Project Management
- Coaching
- Quality Management
- Diploma Seminar

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