

## Studies programme part 1

<b>General characteristics of studies</b>	
<b>Main area (specialisation) of the studies:</b>	Institute of management and economy of tourism services
<b>The area (specialisation) of the studies</b> <i>(the name of the area (specialisation) must be appropriate to the contents of the programme and especially to the expected learning outcomes)</i>	IB&TM (International business and tourism management)
<b>Level of education:</b> <i>(first and second degree studies, uniform master degree studies)</i>	second-cycle studies
<b>Educational profile:</b> <i>(general, applied)</i>	practical
<b>Mode of studies:</b> <i>(full-time studies, part-time studies)</i> Optional specific study systems (e.g. remote, dual)	full-time studies
<b>Number of semesters:</b>	4
<b>Training (total length):</b>	480 hours by the end of 3 semester
<b>OHS training in the following extent:</b>	_____ hours at the beginning of _____ semester, performed as part of module _____
<b>Number of ECTS credits necessary to obtain qualifications corresponding to the level of study</b>	120
<b>Total number of ECTS credits obtained:</b>	
in classes that require the direct participation of academic teachers or other lecturers:	62
in the course of classes in the humanities or social sciences:	120
as part of the training:	18
as part of the modules of classes related to practical professional preparation:	69
for classes conducted in a remote system (applies to studies in a remote system):	
<b>Percentage proportion of ECTS credits for each discipline</b> <i>(concerns a major assigned to more than one discipline):</i>	
leading discipline: management and quality sciences	84 % of the total number of ECTS credits
discipline (disciplines): socio-economic geography and spatial management	16% of the total number of ECTS credits
<b>Total student workload</b>	3070
<b>Professional title obtained by a graduate:</b>	Master
<b>Indication whether the opinions of interested parties were taken into account in the process of defining learning outcomes and in the process of preparing and improving the programme</b> <i>(indicate with whom employers the agreements are signed, meetings have taken place; how are the graduates monitored, etc.)</i>	Polska Izba Turystyki Oddział Kujawsko-Pomorski, Kujawsko-Pomorska Organizacja Turystyczna, Związek Prywatnych Pracodawców Turystyki Lewiatan, Sektorowa Rada ds. Kompetencji Turystyka, City Hotel w Bydgoszczy, ByLOT, BKS Vista, Basket 25, Edutraveler.pl, ADMAR Mariusz Marszałski
<b>Area (specialisation) - major relation</b>	TOURISM AND RECREATION

Study programme part 2

Area (specialisation): **International business and tourism management**

Educational modules with the assumed learning outcomes						
Educational modules	Subjects (* - shall mean the subject possible for selection)	Assumed learning outcomes	Programme content for achieving learning outcomes	Credit rigor	Number of ECTS	Ways of verifying the assumed learning outcomes achieved by the student
<b>Canon subjects</b>						
<b>Management and entrepreneurship</b>	Organizational culture - learning organizations	K_W04, K_K03	Learning organisations; Organizational culture; Typology of organizational cultures; Knowledge management in the organization; Review of research in the field of organizational cultures	Zo	1	essay
	Project management and team building (subject taught in foreign language)	K_W06, K_U04, K_U05, K_U07, K_U09, K_U10, K_U11, K_K04	Clarification of needs; Issue management; Building a team of employees (Human Relations); Communication management; Delegation of tasks; Risk management; Change management; IT management support systems	Z	1	implementation of the project, analysis of information on a given topic; tests
	Practical foundations of remote learning	K_W10, K_W11, K_U01, K_K01	Life Long Learning, Security of information systems, Working in an LMS system	Z	0	quizzes, tests, participation in discussion forms
	Playing Enterprise	K_W09, K_W11, K_U05, K_U07, K_K05, K_K01	Techniques for creating the correct presentation; Public speaking; Working in a team under time pressure; Rules of the Enterprise Game; Teamwork on a business problem; Public presentation of solutions	Zo	1,5	game report
<b>Language</b>	Foreign language	K_W04, K_U10, K_U11, K_K01	Tourism today, National tourist organizations, Managing tour operations, Hotel management, e-Travel, Quality in tourism, Built attractions, Events management	Z	2	final paper; oral expression; tasks for understanding the written text; tasks for understanding the text being listened to
<b>Socio-economic integration</b>	Socio-economic integration	K_W11, K_U08, K_K01	Poland's socio-economic and cultural realities, social, cultural, professional integration, university environment	Z	2	test
<b>Practical philosophy</b>	Introduction to philosophy	K_W01, K_K01	Types of human cognition; Unity and multiplicity of philosophies; Theoretical philosophy; Philosophy of particular beings; Practical philosophy; Basic issues	Zo	2	passing test; tasks carried out during classes; text analysis; execution of the project; participation in discussions
<b>Flexible education</b>	Introduction to scientific information	K_W10, K_U10, K_K01	The concept of information and its application in science; Sources of scientific information; Catalogues and bibliographic databases; Science bases; Licensed online knowledge bases; Open repositories; Searching for information on the Internet; Use of thematic services; Using scientific search engines; Use of multi-search engines; Use of library information and retrieval systems	Z	1	test
	Library training	K_W06, K_U07, K_K01	WSG information and library system; WSG Main Library (or affiliate libraries) and its collections on the internet; On-line catalogues; Sharing collections; Database	Z	0	test
	Pre-medical first aid	K_W05, K_U06, K_U07, K_U09, K_K01	Cardiopulmonary resuscitation – algorithms of procedure; Injured unconscious; Respiratory obstruction; Life-threatening conditions associated with the nervous system. Symptoms and management; Diseases and emergencies requiring assistance related to the respiratory system, to the circulatory system. Symptoms and management; Frostbite, thermal burns, chemical burns, electric shock; Types of wounds and their supply, hemorrhages; Injuries of the musculoskeletal system, head, spine; Management of various life-threatening conditions and diseases. Symptoms and management	Z	1	test; tasks; observation of students' work during the implementation of exercises, assessment and analysis of practical tasks performed
	Specialized IT systems	K_W06, K_U07, K_K01	Features and capabilities of the ProHott program, Making and managing reservations, guest registration, billing - invoicing, Check-out, changing the status of rooms in the Housekeeping module	Z	1	final paper
	Culture of the Polish language	K_W05, K_U11, K_K01	Educating the ability to listen, speak, read and write within the subject of everyday life and basic social contacts – establishing and maintaining contact in official and unofficial situations, providing information about oneself, shopping, using catering, transport and accommodation services, expressing basic needs in the above-mentioned situations.	Zo	4	written control, tests, oral answers to check grammar and vocabulary; written statements as part of homework, work in class; short written statements; homework, class work, written control tests to check reading comprehension; self-assessment, observation; assessment of activity and engagement in classes, observation of work in pairs or groups
<b>Basic subjects</b>	Planning and tourism policy	K_W01, K_W02, K_W03, K_W07, K_W08, K_W09, K_U03, K_U011, K_K03	Socio-economic policy of the state and industry policies, Tourism policy – meaning, objectives and tasks, Entities of tourism policy, Instruments of tourism policy at various levels of management, Tasks of government administration in the field of tourism, Tourism policy and tourism management, Activities of POT, ROT and LOT, Sustainable development policy in tourism – problems of tourism development, International tourism policy – example of the European Union, Planning the development of the tourist function - Instruments of planning in tourism, Determinants of the development and planning of tourism depending on: spatial scale, type and quality of tourist space and types of tourism, Tourism development strategy - case study	E	2	oral passing/multiple choice test
	Marketing planning	K_W03, K_W05, K_U07, K_U08, K_U04, K_U09, K_K04	Marketing planning in the enterprise – case study. Marketing planning at the strategic, tactical and operational level. Creating a marketing plan – the structure of a marketing plan. Control of the marketing plan. Planning a marketing strategy.	E, Zo	4	final test, final paper and presentations, participation in the discussion - teacher evaluation, simulation
	Sustainable development	K_W04, K_W09, K_U01, K_U06, K_U07, K_K01, K_K02	The concept of sustainable development, historical background and future perspectives (ethics, law, culture and physical limits), Ethical foundations and determinants of sustainable development, Selected aspects of human activity in the environment, Social development in the context of sustainable development, Food and plant raw materials in the light of the theory of sustainable development, Application of game theory to understand the problems related to the creation of sustainable development, towards sustainable mobility – management of transport of people and goods, Energy – from fossil fuels to ecological energy sources, Level of consumption of natural resources in the world, Consumerism and its consequences, The concept of ecological rate in individual and global terms	Zo	2,5	participation in the discussion, tasks performed on hares written - final passing
	Competitiveness test methods	K_W01, K_W04, K_U01, K_U03, K_U04, K_U06, K_U08, K_U10	Issues of competitiveness on the market, Problems of competitiveness of regions, Cluster structures in tourism, Methods and tools for measuring competitiveness	Zo	4	final paper, project report
<b>Major and area-related subjects</b>						
	Marketing Communications	K_W03, K_W05, K_W11, K_U02, K_U07, K_K04, K_K05	From promotion to marketing communication – definition and in-depth analysis, Classic and modern functions of marketing communication integrated marketing communication, Instruments of marketing communication tools (promotion), ATL (Above The Line) activities carried out in traditional media such as television, radio, press, posters, outdoor advertising, indoor advertising, etc., BTL (Below The Line) activities addressed to a specific recipient (e.g. retailer, consumer), the essence and role of advertising in shaping attitudes and retaining buyers. Psychological determinants of the consumer's decision-making process – perception, learning process, motivation. Selected forms of public relations (investor relations, lobbying, innovative on-line PR and others), Market of agencies supporting marketing communication management. Selected methods of researching the effectiveness of marketing communication	Zo	6	test, project report
	Tourism economy	K_W01, K_W_02, K_W_03, K_U03, K_K01	The tourism economy, International tourism business: advanced knowledge in the field of tourism economy and basic knowledge in complementary areas of knowledge, such as regional economy, management, marketing, finance, entrepreneurship	Zo	1,5	Oral exam
	Negotiation and self-presentation techniques	K_W05, K_U01, K_U08, K_U10, K_K03, K_K05	Essence of negotiations, Negotiator profile, Negotiation strategies, Defining your negotiation style, Preparation and phases of negotiation, Influencing, Negotiation techniques, Interpersonal communication and self-presentation issue, Interpersonal communication and self-presentation techniques	Zo	1,5	test, simulation, performing tasks individually and in groups
	Organization of tourist and recreational events	K_W03, K_W06, K_W07, K_U03, K_U07, K_U09, K_U11, K_K03	Principles of planning and programming tourist and recreational events. Marketing, promotion, public relations and CSR	Zo	2	final paper

Study programme part 2

Area (specialisation): **International business and tourism management**

Educational modules with the assumed learning outcomes						
Directional subjects	Public relations	K_W03, K_W05, K_W07, K_U05, K_K03, K_K04	Basic concepts and definitions and trends in the development of modern PR, Mutual relations between PR and marketing and CSR, similarities and differences, Ethics in PR, Legal norms, moral norms - laws, codes and declarations, "Black PR", Strategic preparation of a PR project, Defining and segmentation of recipients, Defining short-term and long-term goals, Evaluation of activities: effectiveness vs. effectiveness, what and how we measure, case study, analysis, Crisis situations in PR, Team building	Zo	4	final paper, project report
	Statistical inference	K_W06, K_U02, K_U04, K_K01, K_U02	Elements of probability calculus, Limit theorems: the law of large numbers, Lindeberg Levy limit theorem, Schemes for the selection of elements for the sample. Basic concepts from statistical inference, Analysis of the structure of mass phenomena, Estimation of parameters of the general population, Construction of confidence intervals for the average population, population variance and structure index, Verification of statistical hypotheses, Statistical inference in correlation and regression analysis Two- and multivariate random variables and their theoretical distributions., Functions and parameters describing the distribution of a random variable. Statistical inference in regression analysis. Statistical inference in time series analysis.	Zo, Zo	3,5	test, performing tasks individually
	Elective subject: Contemporary trends in international tourism IV/1	K_W04, K_W08, K_W09, K_U01, K_U08, K_K01	Trends in international tourism (e.g. UNWTO, HORECA industry, etc...).	Zo, Zo	3,5	Analysis of information on a given topic, performing tasks individually or in groups, test
	Elective course: Tourism in regional and local development IV/2	K_W03, K_U02, K_U03	Local and regional development - Scientific views related to local and regional development of tourism, The importance of local government activities for tourism development, Local development planes: socio-cultural, natural environment, technical, economic, spatial infrastructure, Tourism development models (including public-private partnership). Case Studies	Zo, Zo	3,5	oral exam, performance of tasks individually, analysis of information on a given topic
	Subject to choose from: CSR - Corporate Social Responsibility V/1	K_W03, K_U03	Evolution of management views, Goals and types of organizations - Business and social goals of the organization, CSR as the purpose of the enterprise, Environment of the organization, Profit and non-profit organizations, Measures and criteria for assessing the effectiveness of activities, Types of socially responsible undertakings, Charitable activities, Safe and useful products, Employee development, Environmental protection, Communication of corporate social responsibility, Organizational culture and CSR	Zo, Zo	3	oral passing, participation in the discussion, research report
	Subject to choose from: Ecology in tourism and hospitality V/2	K_W03, K_U03	Eco-friendly attitude (pro-ecological, environmentally friendly) in tourism enterprises, International regulations regulating activities on the tourist market regarding environmental protection, Ecological Policy, Case study - pro-ecological management of electricity and heat in the hotel industry, Pro-ecological water management in the hotel industry, Pro-ecological waste management in the hotel industry	Zo, Zo	3	final paper, test report
	Elective course: Conflict management VI/1	K_W06, K_U02, K_U03, K_K01, K_K02, K_K03	Concept of conflict, Typology of conflict, Determinants of conflicts at various levels, Phases of conflict, Styles of conflict response, Negative methods of conflict impact, Effective methods and techniques of conflict management	Zo, Zo	3,5	participation in the discussion, interpretation of the text, project report
	Elective subject: Service quality management VI/2	K_W03, K_U02, K_U03, K_K03	Characteristics of the service process. Criteria for evaluating service quality. Creation of quality culture in the organization. The impact of the various elements of the organization's culture on the quality management system. The role of human resource management in management by quality. Standards of quality management.	Zo, Zo	3,5	oral exam. Individual and group tasks, participation in discussion, project report
	Internet Marketing	K_W03, K_W05, K_W11, K_U02, K_U04, K_U06, K_U09, K_K03, K_K05	Specificity of Internet marketing, Internet marketing management, E-marketing strategy, Interactive services - the market and its specifics, On-line consumer behavior, Mobile technologies, Legal aspects of marketing activities on the Internet, E-marketing measurement, Websites, Search engine positioning, Advertising and Google analytics, Google Advertising Adwords, The role of data in e-marketing, Social media – tools, management, Social media in marketing, Advertising campaigns in social media, Content marketing, On-line promotion management, e-marketing research	Zo	3	participation in the discussion, analysis of information on a given topic, project report
Expert classes	Expert classes	K_W03, K_U01, K_K02	Organization of tourism in Poland and in the world, Problems of tourism management - administrative structure / tourism policy, tourism development strategies, management in the hotel industry and gastronomy, trends in the tourism market (demand and supply side)	Z	1	final paper
International business and tourism management	Economic and commercial law	K_W07, K_W10, K_U02, K_K01	Sources of commercial law and basic concepts related to commercial and economic law, the concept of enterprise in the subjective and objective sense, obligations of the entrepreneur, personal rights of the entrepreneur. Rules for registering entrepreneurs (National Court Register) and the presence of entrepreneurs in circulation, proxies, proxies. Creation and organization of companies / civil law partnership and commercial partnerships - partnerships and capital. Creation and principles of operation of cooperatives and state-owned enterprises. Conducting business activity by foundations and associations. Protection of competition, non-competition, combating unfair competition, counteracting monopolistic practices. The role of contracts in business transactions, legal forms of concluding contracts and ways of concluding them (negotiations, offer, tender, public procurement), the principle of freedom of contract, performance of the contract, liability for non-performance or improper performance of the contract. Legal characteristics of selected types of contracts. Basic principles of bankruptcy law	E	2	oral exam, performance of tasks individually, analysis of information on a given topic
	Subject to choose from: European single market	K_W02, K_W03, K_U02, K_U08, K_K01, K_K02	The internal market (European single market) as a step in the integration process in the EU. Reasons and methods of implementation and legal bases. Economic benefits. The decision-making process in the EU and its impact on the efficiency of the market. The essence of the free movement of goods, capital, persons and services. Tax harmonisation. Competition rules. Instruments for the protection of the EU's internal market (common commercial policy, common competition policy, instruments to counteract subsidised companies from outside the EU, investment screening. New digital challenges for the functioning of the EU internal market.	Zo, Zo	4,5	oral exam, performance of tasks individually, analysis of information on a given topic
	Elective course: Enterprise on the global market	K_W02, K_W03, K_U02, K_U08, K_K01, K_K02	Activities of the enterprise in the global economy. The scope of the subject covers the problems of the global economy and enterprises operating in the global market.	Zo, Zo	4,5	oral exam, performance of tasks individually, analysis of information on a given topic
	Elective course: International Logistics	K_W03, K_W06, K_U02, K_K01	International logistics in globalization, regionalization and internationalization of the world economy. Companies and institutions involved in international logistics processes. International logistics in modern business (trade in goods, services and flow of factors of production. International logistics activities. Logistic customer service. Computerization in international logistics. Outsourcing of logistics services. International supply chain management.	Zo, Zo	2	final paper, test report
	Elective course: Logistics management	K_W03, K_W06, K_U02, K_K01	Preliminary issues (importance of logistics in the enterprise, management in the enterprise), the concept of Lean Management - logistics management and its tools, Case studies	Zo, Zo	2	final paper, test report
	Strategic and process marketing	K_W03, K_W05, K_U02, K_U03, K_U08, K_U09, K_U11, K_K03, K_K05	The role of marketing in the enterprise, Strategic vs. tactical marketing, Principles of constructing an enterprise's marketing strategy, Strategic marketing plan, Techniques for evaluating marketing activities, Marketing of the future - process marketing	E, Zo	4	oral exam, performance of tasks individually, analysis of information on a given topic
	Decision-making problems in the organization	K_W06, K_U01, K_U02, K_U07, K_U10, K_K05	Theoretical basis of decision-making in the organization, Qualitative methodology of analysis and identification of the source and background of the problem in the organization, Typologies of decisions, Analytical models in decision-making processes, Stages of the decision-making process, Models of the decision-making process, Factors affecting the effectiveness of decisions, Individual and group decision-making. Case study	Zo	1,5	final paper, test report

Study programme part 2

Area (specialisation): **International business and tourism management**

Educational modules with the assumed learning outcomes						
	Brand management	K_W03, K_W04, K_W05, K_U01, K_U07, K_U10, K_K01, K_K04, K_K05	Brand concept, Brand structure, Brand and marketing, Brand in the value chain, Psychological, social and economic aspect of the brand, Brand management processes, Brand creation methodology, Operational and strategic activities, Strategic aspects of the brand.	E, Zo	5,5	participation in a discussion, written or oral exam, performance of tasks individually or in groups, project report
	Management and intercultural communication	K_W03, K_W04, K_W05, K_U10, K_U07, K_K01, K_K04, K_K05	Intercultural contact as a source of management problems, Cultural determinants in the international activity of enterprises, Cultural differences, stereotypes, religious differences, gender significance in national cultures, Errors and misunderstandings in intercultural communication, Verbal and non-verbal communication in culturally diverse markets, Electronic communication in culturally diverse markets, Advertising strategies in culturally diverse markets, Elements of message construction advertising in culturally diverse markets, Concepts of power and leadership in different cultures (individualistic cultures/collectiveandtangential)	Zo	7	participation in a discussion, written or oral exam, performance of tasks individually or in groups, project report
	Contemporary management concepts	K_W03, K_W06, K_W11, K_U06, K_U07, K_U08, K_U09, K_U10	Organization in different meanings, evolution of organizational structures, Conceptual foundations of management in a market economy, Impact of changes in the environment on the management process and organizational structures, Virtual and network organization, fractal enterprise, Classification of modern orientations and management concepts (customer, quality, value, result, innovation, knowledge, processes, etc.) taking into account the historical approach, Impact of changes in the environment on the management process and organizational structures, Situational Theories of Management, Contemporary Management Schools – An Overview	E, Zo	6	participation in a discussion, written or oral exam, performance of tasks individually or in groups, project report
Training	Practice employee competence	K_W03, K_W06, K_W07, K_U02, K_U04, K_U05, K_U09, K_K02, K_K03, K_K04	Implementation of internship objectives (acquisition of: knowledge, skills and competences) in accordance with the detailed internship program available in the University's internal documentation	Z	6	internship card
	Industry practice part 1	K_W03, K_W06, K_W07, K_U02, K_U04, K_U05, , K_U07, K_U09, K_K02, K_K03, K_K04, K_K05	Introducing students to their future professional work and gathering their initial experience and developing competencies in the field of professional activity in the management and application of marketing in the tourism industry.	Z	6	internship card
	Industry practice part 2	K_W03, K_W06, K_W07, K_U04, K_U05, K_U06, K_U07, K_U09, K_K03, K_K04, K_K05	Introducing students to their future professional work and gathering their initial experience and developing competencies in the field of professional activity in the management and application of marketing in the tourism industry. Part 2.	Z	6	internship card
Degree awarding process	Research methodology	K_W01, K_W06, K_U08, K_U10, K_K01, K_K02	Methodology as a science; Knowledge and science; Methodological peculiarities of the sciences; Scientific research as problem solving; Selected research methods and techniques; Algorithms of typical scientific reasoning; Structure and dynamics of scientific theory; Research management; Principles of formation and presentation of scientific papers; Principles of construction of the measurement tool, construction of the survey questionnaire, improvement of the questionnaire; Types of survey research, techniques for increasing the maneuverability of questionnaires, data coding; Calculation of measures using Excel statistical functions – measures of central and dispersion tendency, correlation and regression coefficients, measures of dynamics of phenomena	Zo	2	test; teacher and peer evaluation; evaluation of oral statements
	Computer methods for the processing of scientific data	K_W05, K_U02	Methodology of conducting online research; Existing data; Data analysis; Reporting	Z	1	perform tasks in groups or individually; participation in the discussion; - activity in classes; colloquium
	Master's Seminar	K_W01, K_W03, K_W06, K_W08, K_U02, K_U04, K_U05, K_U07, U08, K_U09, K_U10, K_K01, K_K02, K_K05	Stages of creating a diploma thesis - literature studies, preparation of research concepts, selection of methods and tools, quantitative and qualitative development of empirical data, Development of the concept of the diploma thesis (structure, scope)	Z	5	performing tasks individually, teacher evaluation
	Master's seminar and preparation for the diploma exam	K_W01-K_W09, K_U01-K_U05, K_U09, K_U10, K_U13, K_K01, K_K02	Consultation of the results obtained in the course of creating diploma theses, evaluation and verification of the obtained results, discussion of examination issues	Zo	5	performing tasks individually, teacher evaluation