

Studies programme part 1

General characteristics of studies	
Main area (specialisation) of the studies:	Department of Management and Economics
The area (specialisation) of the studies <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)
Level of education: <i>(first and second degree studies, uniform master degree studies)</i>	second-cycle studies
Educational profile: <i>(general, applied)</i>	practical
Mode of studies: <i>(full-time studies, part-time studies)</i> Optional specific study systems (e.g. remote, dual)	full-time studies
Number of semesters:	4
Training (total length):	480 hours by the end of 3 semester
OHS training in the following extent:	_____ hours at the beginning of _____ semester, performed as part of module _____
Number of ECTS credits necessary to obtain qualifications corresponding to the level of study	120
Total number of ECTS credits obtained:	
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):	
Percentage proportion of ECTS credits for each discipline <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
Total student workload	3070
Professional title obtained by a graduate:	Master
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 <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 Wisła, Basket 25, Edutruveler.pl, ADMAR Mariusz Marszałski
Area (specialisation) - major relation	TOURISM AND RECREATION

Area (specialisation): **International business and tourism management**[illegible]

Study programme part 2

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

Educational modules with the assumed learning outcomes						
Directional subjects	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 communicationIntegrated 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	E, Zo	6	Test, project report
	Management and intercultural communication	K_W03, K_W04, K_W05, K_U01, 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/collective and tangential)	E, Zo, Zo	7	Participation in a discussion, written or oral exam, performance of tasks individually or in groups, project report
	Tourism economy in the region	K_W01, K_W02, K_W03, K_U03, K_K01	The tourism economy. International tourism business: advanced knowledge in the field of tourism economy and basic knowledge in of complementary areas of knowledge, such as regional economy, management, marketing, finance, entrepreneurship	Zo	1,5	Oral exam
	Negotiation and methods of self-introduction	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 sport and leisure events (subject taught in foreign language)	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, Zo	2	Final paper
	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, Zo	4	Final paper, project report
	Statistical inference	K_W06, K_U02, K_U04, K_K01, K_K02	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 subject: Tourism in regional and local development IV/2	K_W03, K_U02, K_U03, K_K01	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 plans: 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
	Elective subject: CSR - Corporate Social Responsibility V/1	K_W03, K_U03, K_K01	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
	Elective subject: Ecology in tourism and hotel industry V/2	K_W03, K_U03, K_K03	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 subject: 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	E, Zo	3,5	Participation in the discussion, interpretation of the text, project report
	Elective subject: Quality of service 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.	E, 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

Study programme part 2

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

Educational modules with the assumed learning outcomes						
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
	Elective Subject: Common European 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, Z	4,5	Oral exam, performance of tasks individually, analysis of information on a given topic
	Elective Subject: 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 Subject: 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 Subject: 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
	Strategy and process marketing	K_W03, K_W06, 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 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
	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, Zo	5,5	Participation in a discussion, written or oral exam, performance of tasks individually or in groups, project report
Training	Practice employee competence	K_W03, K_W07, 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 internship part 1	K_W03, K_W06, K_W07, K_U03, 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 internship part 2	K_W03, K_W06, K_W07, K_U03, 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. Part 2.	Z	6	Internship card
Degree awarding process	Methodology of Scientific Research	K_W01, K_W06, K_U04, K_U08, 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 Formulating Scientific Data	K_W05, K_U02, K_U04, K_K02	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_W02, K_W03, K_W04, K_W06, K_W10, K_U01, K_U02, K_U03, K_U04, K_U06, K_U07, U08, K_K01, K_K02, K_K04	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