

**Only if united we are strong**

Alcide De Gasperi University of Euroregional Economy in Jozefow – Warsaw, POLAND



## **BACHELOR'S DEGREE**

On bachelor's level, which is first degree studies we offer management course. The course has practical profile. All classes are conducted in English language. In addition, we have Polish language class for our students.

We have two option on bachelor's degree level:

1. BBA – bachelor's in business administration
2. BHTM – bachelor in hotel and tourism management

Subjects in bachelor's studies:

Each student takes: part A, part B – then part C (depends on chosen specialization – it could be BA or HTM) and part D.

<b>A.</b>	<b>BASIC SUBJECTS</b>
1	Introduction subject 1 - Philosophical and ethical dilemmas of the modern world
2	Introduction subject 2 - Introduction to media studies
3	Foreign language
4	Proseminar
<b>B.</b>	<b>GENERAL MANAGEMENT SUBJECT</b>
5	Introduction to consumer psychology

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6	Introduction to management
7	Theory of organization
8	Microeconomics and introduction to macroeconomics
9	Mathematics for business
10	Descriptive statistics
11	Basics of civil law and intellectual property protection
12	Introduction to logistics
13	Marketing and advertisement with marketing research
14	Assessment of corporate financial
15	Business accounting
16	Human Resources Management
17	Organization culture
18	IT, information technologies and processes in management
19	Project management
20	Quality management
21	Public relations
<b>C</b>	<b>MAJOR (specialization) - Hotel and tourism management</b>
22	Introduction to tourism and introduction to tourism law
23	Tourism economics and tourism markets
24	Tourism companies' management
25	Marketing and distribution and sales management

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26	Trends and innovations in touristic and leisure services
27	Crisis situation and treats in tourism
28	Quality of services in HoReCa
29	SEMINAR (preparation to create the thesis and for final examination)
<b>D.</b>	<b>INTERNSHIP</b>
<b>C</b>	<b>MAJOR (specialization) - Business Administration</b>
22	Business Plans
23	Introduction to Business Intelligence Systems
24	Psychosocial aspects of the organization
25	International Financial Management
26	Corporate Social Responsibility
27	Launching New Products and e-Commerce
28	Setting up and running a company
29	SEMINAR (preparation to create the thesis and for final examination)
<b>D.</b>	<b>INTERNSHIP</b>

## Course descriptions

### Management studies

This is the management course giving students the broadest perspective and the biggest opportunity for professional career and future in the business area. This course is designed for those who think about running own business or working as managers in the companies in different part of economy. It is designed to create modern leaders and managers, full of knowledge, skills, and competences, who will be able to cope with different business issues and conduct business operations in current world. The course will also give the international and global business

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perspective, so our graduates will be able to work and act in various parts of the world.

First degree studies last no shorter than six semesters. Number of hours should not be less than 2000. Number of ECTS credits (European Credit Transfer System) should not be less than 180.

### **BBA – Bachelor’s degree in Business Administration**

The course is designed as the mix of different subjects related to business operations focused on general economy, entrepreneurship, finance and banking, management of human resources as well as marketing, promotions, and public relations. All areas are taken from the international and global perspective.

The course is composed of four main parts:

#### A. The basic subjects

This part includes subjects from:

- The social science area (introduction subjects) (for example: Media studies, Philosophical and ethical dilemmas of the modern world),
- Language courses (Polish and English language).

#### B. The general management subjects (this part includes subjects which give general and basic knowledge, skills, and competences in the area of management).

This part includes subjects from:

- General rules of economy and business.
- Different styles of management
- Methods of conducting business analyzes
- Marketing, promotion, and PR

#### C) The specialization subjects (this part of the course is focused on management of business operation).

It includes:

- Knowledge on starting and running own business

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- Knowledge on financial and banking areas

D) The practical part – internship in the business field (this part of study course is meant to give students practical skills).

It is implemented in two ways:

- Practical classes (for example: projects, case study and the simulation on opening own company, running the interview with candidates for job, on accounting issues, on creating the business plans. on creating projects).
- Internship in different companies such as financial institutions, banks, non-governmental organizations, companies from different part of industry.

As the University we also offer the internships as the part of Erasmus program implemented in different countries of the European Union as well as paid internship under the Europeans Union programs.

The graduates of bachelor's in business administration are prepared to work in managerial positions (middle and senior level managers), as well as they are able to run successfully own business After completing the BBA course, the graduates will be able:

- to understand basic principles and rules of global economy.
- to open and to run own business,
- to understand the idea of HR management and successfully deal with different issues in this area
- to understand and be able to control financial aspects of business,
- to understand banking issues and be able to cooperate with banking system in order to run the business
- to understand the principles and rules of marketing promotion ad PR and be able to use them for the good of the company.

### **BHTM – Bachelor's degree in HOTEL and TOURISM MANAGEMENT**

This course is designed for those who think about running own business or working as managers in the companies related to hotel or tourism industries. It is designed to create modern leaders and managers, full of knowledge, skills, and competences, who will be able to cope with different business issues and conduct business operations in current world.

First degree studies last no shorter than six semesters. Number of hours should not be less than 2000. Number of ECTS credits (European Credit Transfer

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This is the management course giving students the opportunity to learn about managing the hotel and tourism industry. This course is designed for those who think about running own business or working as managers in the different organization related to tourism and hotel industry. It is a field that focuses on all aspects of hotel operations as well as focuses on tourism development, management of the travel industry, issues related to tourism marketing and tourism services.

The course is composed of four main parts:

### A. The basic subjects

This part includes subjects from:

- The social science area (introduction subjects) (for example: Media studies, Philosophical and ethical dilemmas of the modern world),
- Language courses (Polish and English language).

### B. The general management subjects (this part includes subjects which give general and basic knowledge, skills, and competences in the area of management).

This part includes subjects from:

- General rules of economy and business.
- Different styles of management
- Methods of conducting business analyzes
- Marketing, promotion, and PR

### C. The specialization subjects (this part of the course is focused on management of in the area of hotel and tourism)

It includes:

- Introduction to hotel and tourism issue
- Planning and organizing the tourism events
- Management of hotel and tourism organizations

### D. The practical part – internship in the business field (this part of study course is meant to give students practical skills related to the knowledge they got from lectures).

It is implemented in two ways:

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- Practical classes (for example: projects, case study and the simulation on opening own company, preparing tourist offers, preparing the projects of events),
- Internship in different companies such as restaurants, travel agency, hotels and other organizations conducting business in the area of hospitality and tourism.

As the University we offer also extra-curriculum workshops, the internships as the part of Erasmus program implemented in different countries of the European Union as well as paid internship under the Europeans Union programs.

A graduate in Bachelor's in Hotel and Tourism Management should have a theoretical and practical knowledge in the field of management and related sciences regarding the meaning, patterns, and problems of organizational performance of – enterprises, especially related to hotel and tourism industries. They should have ability to recognize, diagnose and solve problems in human resources management, as well as in property, finance, and information management.

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We have two If you are interested in studying with us – please contact:

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