

**Only if united we are strong**

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



## **MASTER'S DEGREE**

On master's level, which is second 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 master's degree level:

1. MBA – master's in business administration
2. MHTM – master's in hospitality and tourism management

Subjects in master'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 - Pathologies of social life in contemporary Poland
2	Introduction subject 2 - Social and cultural impact of media
3	Foreign language
<b>B.</b>	<b>GENERAL MANAGEMENT SUBJECT</b>
4	Entrepreneurship

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5	Statistics for business
6	Psychology of management
7	Management concepts
8	Macroeconomics
9	Strategic management
10	Artificial intelligence in customer profiling
11	Cost accounting and managerial accountancy
12	Negotiations and communication in business
13	Supply chain management
14	Planning, creating, and distributing marketing content (content marketing)
15	Programming and operating the 3d printing process (3d printing)
<b>C</b>	<b>MAJOR (specialization) - Business Administration</b>
16	Management of the company
17	Information Technologies in Business Management
18	Theory of HR
19	Business Analysis
20	Risk Management
21	Financial Analysis
22	International Financial Management
23	SEMINAR (preparation to create the thesis and for final examination)
<b>D.</b>	<b>INTERNSHIP</b>

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<b>C</b>	<b>MAJOR (specialization) - Hospitality and tourism management</b>
16	The Role of Strategy, Image and Branding in Tourism and Hotel Industry
17	The History of Tourism, Leisure, and Hotel Industry
18	Sales Management in Tourism and Hotel Industry
19	Standards of Quality and Corporate Social Responsibility in Tourism and Hotel Industry
20	Legal and Organizational Aspects of the Organization of Events and Franchise Systems
21	New Trends - Events and Business Tourism, Spa and Wellness Services
22	Characteristics of Manager's Duties in the Tourism and Hotel Industry
23	<b>SEMINAR</b> (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 perspective, so our graduates will be able to work and act in various parts of the world.

Second degree studies last no shorter than four semesters. Number of hours should not be less than 800. Number of ECTS credits (European Credit Transfer System) should not be less than 120.

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### **MBA – Master’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 graduates will get advanced knowledge, skills and competences which will be useful:

- to effectively manage the enterprise,
- to conduct the recruitment process and effectively manage people as capital,
- to use economic and legal conditions to create and develop forms of individual entrepreneurship,
- to appreciate the importance of new management concepts and methods.

The course is composed of four main parts:

A) The basic subjects - this part includes subjects from:

- The social science area
- Language courses

B) The general management subjects - this part includes subjects which give advanced knowledge, skills, and competences in the area of management:

- Various aspects of economy from global perspective
- Management issues
- Running own business and about particularly important financial aspects of business
- Marketing issues

C) The specialization subjects - this part of the course is focused on management of business operation. It includes:

- Knowledge on running own business or working as a manager in different types of companies
- Human capital
- Financial issues

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### 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:

- 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 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.

The graduates of master'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 MBA 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.

### **MHTM – Master's degree in Hospitality and tourism management**

This is the management course giving students the opportunity to learn about managing the hospitality 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 hospitality industry. It is a field which focuses on all aspects of hospitality operations including hotels, restaurants, cruise ships, amusement parks, country clubs, and convention centers 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:

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A) The basic subjects - this part includes subjects from:

- The social science area
- Language courses

B) The general management subjects - this part includes subjects which give advanced knowledge, skills, and competences in the area of management:

- Various aspects of economy from global perspective
- Management issues
- Running own business and about particularly important financial aspects of business
- Marketing issues

C) The specialization subjects - this part of the course is focused on management of in the area of hospitality and tourism. It includes:

- Knowledge on running own business or working as a manager in different types of tourism and hospitality organizations
- Organizing hospitality and tourism activities

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:

- 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.

The graduates of master's in hospitality and tourism management are prepared to work in managerial positions (middle and senior level managers), as well as they are able to run successfully own business in the area of hospitality and tourism. The graduates will be:

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- prepare to work as an advisor, consultant, specialist, middle and senior manager in capital management system for hotel and tourism institutions,
  - prepare to manage the staff in organizations,
  - prepare to manage the organization of different tourist events and other activities in the area of hospitality and tourism
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We have two If you are interested in studying with us – please contact:

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