

Study programme  
Full-time study  
Field of study: Management  
**Bachelor in Hotel and Tourism Management**  
General academic profile

	SUBJECT	HOURS	ECTS (European Credit Transfer System Points)	1st semester	2nd semester	3rd semester	4th semester	5th semester	6th semester
<b>A.</b>	<b>GENERAL COURSES</b>	<b>300</b>	<b>16</b>	<b>195</b>	<b>30</b>	<b>30</b>	<b>45</b>	<b>0</b>	<b>0</b>
1	Introduction to media studies	45	3	45					
2	Philosophical and ethical dilemmas of the modern world	30	2	30					
3	Intellectual property protection	30	2	30					
4	Information technology	30	2	30					
5	Physical education	30	1	30					
6	Polish language	120	1/1/1/2	30	30	30	30		
7	Proseminarium	15	1				15		
<b>B.</b>	<b>DIRECTIONAL COURSES</b>	<b>1395</b>	<b>103</b>	<b>270</b>	<b>360</b>	<b>330</b>	<b>240</b>	<b>195</b>	<b>0</b>
8	Law	60	5	60					
9	Microeconomics and basic macroeconomics	120	4/5	60	60				
10	Marketing and advertisement	90	4/3	60	30				
11	Mathematics for business	75	3/3	45	30				
12	Descriptive statistics	90	3/4	45	45				
13	Theory of organization	60	5		60				
15	Marketing research	60	4		60				
16	History of economic thought	45	3		45				
17	IT in management	30	2		30				
18	Project management	45	3			45			
18	Information processes in management	30	2			30			
19	Development strategies and theories of modern enterprises	90	3/3			45	45		
20	Finance with finance of enterprise	120	4/5			60	60		
21	Introduction to accountancy and financial accounting	120	4/5			60	60		
22	Human resources management	90	3/4			45	45		
23	Introduction to management	75	3/3			45	30		
24	Introduction to logistics	60	4					60	
25	Quality management	45	3					45	
26	Operational techniques and leadership	45	3					45	
27	Public relations	45	3					45	
<b>C.</b>	<b>SPECIALIZATION COURSES: HOTEL AND TOURISM MANAGEMENT</b>	<b>750</b>	<b>55</b>			<b>90</b>	<b>105</b>	<b>240</b>	<b>315</b>
28	Introduction to tourism	45	4			45			
29	Tourism economics	45	3			45			
30	Tourism and hotels law	60	4				60		
31	Tourism markets	45	3				45		
32	Tourism destination - management and planning	45	3					45	
33	Human resources and productiveness in tourism	45	3					45	
34	Theory and methodology of leisure. Free time management	45	3					45	
35	Tourism operations management	90	3/3					45	45
36	Tourists attractions and types of tourism	75	5						75
37	Trends and innovations in tourism	75	5						75
38	Operations of tour operators and travel agencies	60	4						60
39	Seminar	120	5/7					60	60
<b>D.</b>	<b>INTERNSHIP</b>	<b>180</b>	<b>6</b>						<b>6</b>
	<b>TOTAL</b>	<b>2445</b>	<b>180</b>	<b>465</b>	<b>390</b>	<b>450</b>	<b>345</b>	<b>435</b>	<b>315</b>