

Study programme  
Full-time study  
Field of study: Management  
**Master in Hospitality and Tourism Management**  
Practical Profile

	SUBJECT	HOURS	ECTS (European Credit Transfer System Points)	1st semester	2nd semester	3rd semester	4th semester
<b>A.</b>	<b>GENERAL COURSES</b>	<b>225</b>	<b>6</b>	<b>135</b>	<b>30</b>	<b>30</b>	<b>30</b>
1	Brand management and creating a personal brand	45	3	45			
2	Social and cultural impact of media	30	2	30			
3	Physical education	30	1	30			
4	Polish language	120	1/1/1/2	30	30	30	30
<b>B.</b>	<b>DIRECTIONAL COURSES</b>	<b>870</b>	<b>13</b>	<b>360</b>	<b>195</b>	<b>165</b>	<b>165</b>
5	Strategic management	45	3	45			
6	Entrepreneurship	45	3	45			
7	Psychology of management	30	2	45			
8	Management concepts	90	3/3	45	45		
9	Macroeconomy	75	2/3	45	30		
10	International marketing.Communication and promotion in marketing	75	2/3	45	30		
11	Statistics for business	60	2/2	30	30		
12	Rachunek kosztów i rachunkowość zarządcza	60	2/2	30	30		
13	Operational research	60	2/2	30	30		
14	Ethics in management	30	2			30	
15	Security management with elements of leadership and operational command	75	2/3			45	30
16	Civil law	60	2/2			30	30
17	Logistics	60	2/2			30	30
18	Negotiations and communication in business	60	2/2			30	30
19	Commercial law with elements of public procurement law	45	3				45
<b>C.</b>	<b>SPECIALIZATION COURSES Hospitality and Tourism Management</b>	<b>465</b>	<b>25</b>		<b>120</b>	<b>255</b>	<b>90</b>
20	The History of Tourism, Leisure and Hotel Industry	45	3		45		
21	Standards of Quality and Corporate Social Responsibility in Tourism and Hotel Industry	45	3		45		
22	The Role of Strategy and Image in Tourism and Hotel Industry	30	2		30		
23	Sales Management in Tourism and Hotel Industry	45	3			45	
24	Legal and Organizational Aspects of the Organization of Events	45	3			45	
25	Characteristics of Manager's Duties in the Tourism and Hotel Industry	45	3			45	
26	Events and Business Tourism - Creating the Offer and Service	45	3			45	
27	Branding and Franchise Systems in Tourism and Hotel Industry	30	2			30	
28	Spa and Wellness Services Market in Hotel Industry	45	3				45
29	SEMINAR	90	4/6			45	45
<b>D.</b>	<b>INTERNSHIP</b>		<b>16</b>		240	<b>8</b>	240
	<b>TOTAL</b>			<b>495</b>	<b>345</b>	<b>450</b>	<b>290</b>