

**UNIVERSITY OF BUSINESS IN WROCLAW**

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**STUDY PROGRAMME**

**First-cycle studies**

**MANAGEMENT FACULTY**

**in the following specialties: business management, human resources management, business psychology, marketing and sales, entrepreneurship, personal brand management, e-business  
(practical profile)**

**Wrocław 2019**

## TABLE OF CONTENTS

1. Description of the assumed learning outcomes.....	3
1.1. General assumptions in the field of education.....	3
1.2. Description of learning outcomes.....	4
2. Graduate profile.....	15
3. Program in management studies.....	23
3.1. General assumptions of the study program .....	23
3.2. Characteristics of the study program.....	24
3.3. Class modules.....	28
4. Methods of verification and assessment of student's achievement based on assumed learning outcomes.....	29
5. Study plan including modules of classes.....	35
6. Dimension, principles and form of apprenticeships .....	36
7. Annexes - syllabuses .....	39

# 1. Description of the expected learning outcomes

## 1.1. General assumptions concerning education in the particular field of study

**Management** of practical profile persuasion belongs to the field of **social sciences**.

The smooth entry of this particular faculty into the field of study is based on the fact that the knowledge, skills and competences acquired during studies in the field of management refer not only to the scientific achievements of fundamental disciplines for the field of management and quality sciences, but also to related disciplines such as economics, finances, psychology, sociological science or legal sciences represented by relevant fields of study within the same field of education.

At the same time, the key concept of the human being and the social nature of his activity, which is crucial for the entire area of education, means that graduates of this particular field as well as graduates of management, are expected to possess specific skills and attitudes. They are represented by professional, personal and social competences allowing to play an active civic role in the life of the community, in particular in the economic field.

Knowledge, skills and social competences acquired in the process of education in the field of management are of highly applicable character. They describe and explain the creation, functioning, transformation, development and cooperation of economic organizations, mainly enterprises, but also organizations of the public sector. It gives an opportunity to shape a wide range of specialties, focused on a specific working environment. An additional element strengthening the applied nature of studies lies in the possibility of achieving some educational results directly in the work environment, within the framework of professional apprenticeship.

Pursuant to the mission of the WSH in Wroclaw, education in the field of management is planned: at a high level, focused on practical skills and internationally.

A high level of education should result from the implementation and execution of a quality assurance system, based on following procedures:

- creating and implementing teaching content,
- staff selection
- motivating for good learning and work,
- controlling and developing the quality of teaching

Caring for quality in teaching activities assumes the individual approach of each academic teacher based on the pursuit of workshop excellence, as well as comprehensive activities within the framework of quality assurance system and implementation of solutions within the Polish Qualifications Framework used at the University.

Practice-oriented learning means:

- saturating the content of education with current socio-economic issues,
- the use of training methods containing elements of exercises, trainings and projects as well as case study analyzes,
- creating opportunities for apprenticeships,
- lecturers with extensive professional experience.

The international dimension of education is related to:

- the possibility of studies and internships abroad under the ERASMUS program,
  - conducting some classes also in English,
  - creating conditions for learning foreign languages,
  - organizing classes with foreign lecturers..

Adopting such assumptions in education in the field of study primarily means maintaining a high level of maturity in the didactic process and stands as the supreme value, not only in science, education, but also in all proceedings towards the environment. Consequently, every employee ought to respect ethical principles and environmental rules in the pursuit of seeking scientific truth and in educating students.

The listed and outlined principles of education are important elements of the mission and the University's strategy in relation to the teaching process. Therefore, the basic goals of education within the field of management should include preparation for independent formulation and problem solving within the individual, functional areas of the organization and in relation to the organization as a whole and to carry out managerial activities within its frames, at all possible levels. The knowledge of the essence, regularity and problems of creation, functioning, transformation, development and cooperation of organizations - enterprises and public institutions, will be the crucial factor in this particular case.

### **1.1. Description of learning outcomes**

Learning outcomes for the field of Management were adopted in Resolution No. 2 of April 25, 2019 of the Senate of the University of Business in Wrocław, on the decreeing of learning outcomes for the field of Management, and its practical first-cycle studies at the University of Business in Wrocław . Specific effects have been assigned to one scientific discipline, hence fulfilling statutory requirements. The basis lies in the provision of art. 53 of the Act: "In the case of assigning a field of study to more than one discipline, the leading discipline shall be indicated, in which more than half of the learning outcomes will be obtained".

Field-study effects for the field of Management are assigned to the following fields and disciplines:

#### **1. Field of social sciences and the discipline of management and quality science.**

The division of ECTS points into fields of science and scientific disciplines has been presented in table 1.

Table 1. Assignment of a field of study to fields of science and scientific disciplines

<i>Field of Science</i>	<i>Scientific Discipline</i>	<i>Percentage share of learning outcomes assigned to scientific disciplines</i>
Leading Discipline		
Social sciences	Management and quality sciences	86%
Remaining disciplines		
Social sciences	social sciences, economics and finance, sociological sciences, psychology, legal sciences, social communication and media sciences	14%

Learning outcomes in the field of Management were developed on the basis of universal effects and second-level characteristics for qualifications at levels 6 of the Polish Qualifications Framework. A detailed list of learning outcomes, adopted for the Management Faculty, included in the annex to the resolution is presented in Table 2. On the contrary, Table 3 shows the coverage of universal effects and the characteristics of the second degree of learning outcomes by major-related learning effects. A detailed list of learning outcomes with their assignment to scientific fields and disciplines is presented in Table 4. **The presented analysis shows the management and quality science as the leading discipline for the field of study.**

Table 2. Table of reference of major-related learning effects to universal effects and characteristics of the second degree of learning outcomes

<b>Symbol of the major-related learning effect</b>	<b>Learning outcomes for the field of study: Management First-cycle studies, practical profile</b>	<b>Reference to universal effects and second-level learning characteristics - level 6</b>
<b>KNOWLEDGE</b>		
K1_W01	Knows and understands economic theories and political, legal and cultural social systems as conditions for the economy	P6U_W, P6S_WG, P6S_WK
K1_W02	Has advanced knowledge of the genesis and evolution of management sciences in the context of economic development and in relation to other social sciences	P6S_WG
K1_W03	Knows and understands the key concepts of enterprise theory regarding the creation, functioning, transformation and development of economic organizations	P6U_W, P6S_WK P6S_WG

Symbol of the major-related learning effect	Learning outcomes for the field of study: Management First-cycle studies, practical profile	Reference to universal effects and second-level learning characteristics - level 6
K1_W04	Possesses an advanced knowledge concerning market processes and the functioning of enterprises in the external environment (on a national and international scale), using marketing principles	P6U_W, P6S_WG
K1_W05	Identifies the basic functional areas of the enterprise and the relationships between them, describes the roles and organizational functions	P6S_WG
K1_W06	Knows and understands the essence and determinants of the behavior of human individuals and teams in the work environment, as well as the processes of change of various social structures and institutions, with all their consequences	P6S_WG, P6S_WK
K1_W07	Knows and understands the functions and techniques of managing people, identifies leadership styles and their determinants	P6S_WG
K1_W08	Knows and understands the concept of organizational culture and its impact on the efficiency of team activities	P6S_WG
K1_W09	Has knowledge concerning the principles of creating human capital of the organization, its maintenance and development within the confines of organizations	<b>P6S_WK</b>
K1_W10	Knows standard mathematical, statistical and IT methods of data collection and analysis, enabling interpretation of selected economic and social phenomena	P6U_W, P6S_WG
K1_W11	Knows and understands the basic provisions of law regulating the functioning of business entities and the importance of norms and standards in individual areas of activity	P6S_WG
K1_W12	Knows and understands the general principles of creating and developing forms of individual entrepreneurship	P6S_WG, P6U_W, P6S_WK
K1_W13	Knows and understands the role of communication and negotiation in the processes of managing enterprises and institutions, as well as the rules of this communication	P6S_WG
K1_W14	Knows and understands the basic concepts and principles of industrial property protection and copyright	P6S_WK
<b>SKILL SET</b>		
K1_U01	Is able to use the acquired knowledge and selected norms and rules in the legal, professional as well as moral and ethical aspects in order to solve specific management tasks	<b>P6S_UW</b>
K1_U02	Possesses the ability to design, get off the ground and run a business at the level of a small or medium enterprise as well as estimating the risk and assessing the effectiveness of the action taken	<b>P6S_UO</b>

Symbol of the major-related learning effect	Learning outcomes for the field of study: Management First-cycle studies, practical profile	Reference to universal effects and second-level learning characteristics - level 6
K1_U03	Has the ability to identify complex and unusual problems in the functioning of the organization and implement the appropriate methods and tools, including advanced information and communication techniques to analyze and solve them	P6U_U, P6S_UW
K1_U04	Has the ability to forecast the effects of selected processes and social phenomena in the economic and social dimension by using standard methods and tools appropriate for management sciences	P6S_UW
K1_U05	Has the ability to analyze, evaluate, select and use the acquired data by using basic mathematical, statistical and IT tools, appropriate for management sciences	P6U_U, P6S_UW
K1_U06	Has the ability to use norms and standards in the processes of planning, organizing, motivating and controlling (work, quality, etc.), based on legal regulations	P6S_UW
K1_U07	Has the ability to detect the need for changes in the organization, prepare and manage the process of change, using the skills acquired during apprenticeships	P6S_UW
K1_U08	Has the ability to predict the behavior of members of the organization, capability to analyze their motives and influence them in a certain way; possesses the ability to design and implement incentive systems in the organization	P6S_UO, P6S_UW
K1_U09	Is capable of analyzing market phenomena and using marketing tools for the company's operations on the market, using the skills acquired during apprenticeships	P6S_UW
K1_U10	Has the ability to manage entrusted human, material, financial and information resources effectively to perform certain tasks, as well as the ability to manage their own time as well as the time during teamwork ventures	P6S_UO, P6S_UW
K1_U11	Has the ability to prepare and present studies in Polish and in a foreign language regarding the identification, analysis and assessment of phenomena and processes occurring in an enterprise / institution. Possesses the ability to propose the right solutions	P6S_UK
K1_U12	Has the ability to prepare and actively participate in debates	P6U_U, P6S_UK
K1_U13	Uses a foreign language in social communication in the organization, in accordance with the requirements specified for level B2 of the European Language Description System	P6S_UK
K1_U14	Uses normative systems and selected norms and rules (legal, professional, moral) in order to solve a specific task in the fields of science and scientific disciplines relevant to the studied specialty	P6S_UW

<b>Symbol of the major-related learning effect</b>	<b>Learning outcomes for the field of study: Management First-cycle studies, practical profile</b>	<b>Reference to universal effects and second-level learning characteristics - level 6</b>
K1_U15	Has the ability to plan his own professional development and understands the need for lifelong learning	<b>P6U_U</b> P6S_UU
K1_U16	Can move on the labor market and change the place of employment	P6S_UU
K1_U17	Has the ability to interact and work in a team taking on various social roles	<b>P6U_O</b>
K1_U18	Has the ability to use the acquired knowledge, skills and social competences during professional internships	<b>P6U_U</b> P6S_UW
K1_U19	Has the ability to perform management functions in the organization he/she manages	P6S_UW <b>P6S_UO</b>
K1_U20	Has the ability to plan and implement analysis of business processes and present their results	<b>P6S_UK</b>
K1_U21	Manifests initiative and imagination in his concepts and activities	<b>P6S_UU</b>
K1_U22	Has the ability to independently acquire and improve professional knowledge and skills	P6S_UU
<b>SOCIAL COMPETENCE</b>		
K1_K01	Determines priorities in work and personal life and strives to achieve them	<b>P6S_KK</b>
K1_K02	He/she acts ethically and responsibly within the set organizational and social roles, is assertive and brave in conveying and defending his views	P6S_KR
K1_K03	He/she thinks and acts in an entrepreneurial manner in creating and organizing economic initiatives and social projects	P6S_KO
K1_K04	Shows willingness to correctly identify and resolve problems and dilemmas, including ethical ones, related to the profession	P6S_KO, P6S_KR
K1_K05	Shows willingness to initiate actions for the public interest, fulfills social obligations, and co-organizes activities for the social environment	P6S_KO
K1_K06	Shows willingness to critically assess acquired knowledge and skills as well as to supplement and improve them	P6S_KK
K1_K07	Shows readiness to take up second-cycle studies	P6S_KK

In total, 43 major effects were identified, including 14 in the knowledge category, 22 in the area of skills and 7 related to social competences.

Table 3 verifies the correctness of coverage of the characteristics of the second-cycle of learning by major-related learning effects.

Table 3. Table of coverage of universal effects and characteristics of the second-cycle of learning outcomes by major-related learning effects

Symbol	Universal learning effects and second-level characteristics of learning outcomes	Reference to effects of learning on particular field of study
<b>KNOWLEDGE</b>		
<b>Graduate knows and understands:</b>		
<b>P6U_W</b>	at an advanced level - facts, theories, methods and complex relationships between them - various, complex conditions of the business	<b>K1_W01 K1_W03 K1_W04 K1_W10</b>
<b>P6S_WG</b> The scope and depth / completeness of the cognitive perspective and its dependents	at an advanced level - selected facts, objects and phenomena as well as their methods and theories, explaining the complex relationships between them, constituting basic general knowledge in the field of scientific or artistic disciplines creating theoretical foundations and selected issues in the field of detailed knowledge - appropriate for the study program, and in the case of practical studies - also practical applications of this knowledge in the professional activities related to their field of study	<b>K1_W01 K1_W02 K1_W03 K1_W04 K1_W05 K1_W06 K1_W07 K1_W08 K1_W10 K1_W11 K1_W12 K1_W13</b>
<b>P6S_WK</b> Background / conditions, effects	fundamental dilemmas of modern civilization; basic economic, legal, ethical and other conditions of various types of professional activity related to the field of study, including basic concepts and principles in the field of industrial property protection and copyright, basic rules for creating and developing various forms of entrepreneurship	<b>K1_W01 K1_W03 K1_W06 K1_W09 K1_W12 K1_W13</b>
<b>SKILL SET</b>		
<b>Graduate is capable of:</b>		
<b>P6U_U</b>	innovatively performs tasks and solves complex and unusual problems in variable and not fully predictable conditions, plans his/her own lifelong learning, communicates with the environment, justifies his/her position	<b>K1_U03, K1_U05 K1_U12, K1_U15 K1_U16, K1_U18</b>
<b>P6S_UW</b> Use of knowledge / problems being solved and tasks being performed	use their knowledge - to formulate and solve complex and unusual problems and to perform tasks in conditions not fully predictable by: – proper selection of sources and information derived from them, assessment, critical analysis and synthesis of this information, – usage of appropriate methods and tools, including advanced information and communication techniques use their knowledge - formulate and solve problems, and perform tasks typical for professional activity related to the field of study - in the case of practical studies	<b>K1_U01, K1_U03 K1_U04, K1_U05 K1_U06, K1_U07 K1_U08, K1_U09 K1_U10, K1_U14 K1_U18</b>
<b>P6S_UK</b> Communication / receiving and creating	communicate using specialized terminology  taking part in the debate - present and evaluate various	<b>K1_U11, K1_U12, K1_U13,</b>

<b>Symbol</b>	<b>Universal learning effects and second-level characteristics of learning outcomes</b>	<b>Reference to effects of learning on particular field of study</b>
statements, Dissemination of knowledge among the scientific community and using foreign language	opinions and positions and discuss about them  use a foreign language at B2 level (European Language Description System)	<b>K1_U20</b>
<b>P6S_UO</b> Work organization / planning and teamwork	plan and organize individual and team work; cooperate with other people as part of team work (also of interdisciplinary persuasion)	<b>K1_U02, K1_U08, K1_U10, K1_U17, K1_U19</b>
<b>P6S_UU</b> Learning / planning your own development and the development of others	plan and implement your own way of lifelong learning on your own	<b>K1_U15 K1_U16 K1_U21 K1_U22</b>
<b>SOCIAL COMPETENCE</b>		
<b>Graduate is ready to:</b>		
<b>P6K_K</b>	cultivate and disseminate models of proper acting in the work environment and outside of it, making independent decisions, critical assessment of own activities, supervised team activities and organizations in which one participates, taking responsibility for the effects of these activities	<b>K1_K01 K1_K02</b>
<b>P6S_KK</b> Ratings / Critical approach	critical assessment of obtained knowledge and received content, recognizing the importance of knowledge in solving cognitive and practical problems and get experts opinion in case of facing difficulties in solving the problem on your own	<b>K1_K01 K1_K06 K1_K07</b>
<b>P6S_KO</b> Responsibility / compliance with social obligations and acting in the public interest	fulfill social obligations, co-organizing activities for the social environment, initiate activities that are not in the public interest; thinking and acting in an entrepreneurial manner	<b>K1_K03 K1_K04 K1_K05</b>
<b>P6S_KR</b> Professional role / independence and ethos development	perform professional roles responsibly, and that includes: - compliance with professional ethics and requiring same things from others, - care for the achievements and traditions of the profession	<b>K1_K02 K1_K04</b>

Analysis of Table 3 indicates that all universal effects and second level learning characteristics for level 6 are fully covered by the major-related learning effects.

To meet the normative requirements originating from the provisions of § 3 para. 4 of the MNiSW Regulation on studies: "The study program, for a field assigned to more than one discipline, determines, for each of these disciplines, the particular percentage share of ECTS points in the exact number of ECTS points referred to in paragraph 1 point 1 with the indication of the leading discipline ", it is necessary to assign learning outcomes to scientific fields and disciplines ( the number of ECTS points for a given discipline is presented in the description of the study program).The assignment of learning outcomes to scientific disciplines is presented in Table 4:

Table 4. Assignment of learning outcomes to the fields of science and scientific disciplines

Symbol of the major-related learning effect	Learning outcomes for the field of study: Management, First-cycle studies, practical profile	Reference to scientific discipline
<b>KNOWLEDGE</b>		
K1_W01	Knows and understands economic theories as well as political, legal and cultural social systems as conditions for the economy	management and quality sciences, economics and finance
K1_W02	He knows, at an advanced level, the genesis and evolution of management sciences in the context of economic development and in relation to other social sciences	management and quality science
K1_W03	Knows and understands the key concepts of enterprise theory regarding the creation, functioning, transformation and development of economic organizations	management and quality science
K1_W04	He knows, at an advanced level, market processes and the functioning of enterprises in the external environment (on a national and international scale), with usage of marketing principles	management and quality science
K1_W05	Identifies the basic functional areas of the enterprise and the relationships between them, describes the roles and organizational functions	management and quality science
K1_W06	Knows and understands the essence and determinants of the of human individuals and teams behavior within the work environment, as well as the processes of change of various social structures and institutions, along with all their consequences	sociological sciences
K1_W07	Knows and understands the functions and techniques of managing people, identifies leadership styles and their determinants	management and quality sciences; sociological sciences
K1_W08	Knows and understands the concept of organizational culture and its impact on the efficiency of team activities	management and quality sciences; sociological sciences
K1_W09	Has knowledge of the principles of creating human capital of the organization, its maintenance and development in organizations	management and quality science
K1_W10	Knows standard mathematical, statistical and IT methods of collecting and analyzing data, which enables interpretation of selected economic and social phenomena	maths; management and quality science
K1_W11	Knows and understands the basic provisions of law, regulating the functioning of business entities and the importance of norms and standards in individual areas of different activities.	legal sciences
K1_W12	Knows and understands the general principles of creating and developing forms of individual entrepreneurship	management and quality science
K1_W13	Knows and understands the role of communication and negotiation in the processes of managing enterprises and institutions, as well as the rules of this communication	social communication and media sciences; management and quality science

<b>Symbol of the major-related learning effect</b>	<b>Learning outcomes for the field of study: Management, First-cycle studies, practical profile</b>	<b>Reference to scientific discipline</b>
K1_W14	Knows and understands the basic concepts and principles of industrial property protection and copyright	legal sciences
<b>SKILL SET</b>		
K1_U01	Has the ability to use the acquired knowledge as well as selected norms and rules in the legal, professional, moral and ethical aspects in order to solve specific management tasks	management and quality science
K1_U02	Has the ability to design, get off the ground and run a business at the level of a small or medium enterprise. Possesses the ability to estimate the risk and assess the effectiveness of the action taken	management and quality sciences, economics and finance
K1_U03	Has the ability to identify complex and unusual problems within the functioning of the organization and uses the appropriate methods and tools, including advanced information and communication techniques to analyze and solve them	social communication and media sciences; management and quality science
K1_U04	Has the ability to forecast the effects of selected processes and social phenomena in the economic and social dimension by using standard methods and tools appropriate for management sciences	management and quality science
K1_U05	Has the ability to analyze, evaluate, select and use the acquired data with the usage of basic mathematical, statistical and IT tools appropriate for management sciences	maths; IT, management and quality science
K1_U06	Has the ability to use norms and standards in the processes of planning, organizing, motivating and controlling (work, quality, etc.), based on legal regulations	management and quality science
K1_U07	Has the ability to detect the need for changes in the organization, prepare and manage the process of change, using the skills acquired during apprenticeships	management and quality science
K1_U08	Has the ability to predict the behavior of members of the organization, capability to analyze their motives and influence them in a certain way; possesses the ability to design and implement incentive systems in the organization	management and quality sciences; sociological sciences, psychology
K1_U09	Is capable of analyzing market phenomena and using marketing tools for the company's operations on the market, using the skills acquired during apprenticeships	management and quality sciences, socio-economic geography and spatial management
K1_U10	Has the ability to manage entrusted human, material, financial and information resources effectively to perform certain tasks, as well as the ability to manage their own time as well as the time during teamwork ventures	management and quality science

<b>Symbol of the major-related learning effect</b>	<b>Learning outcomes for the field of study: Management, First-cycle studies, practical profile</b>	<b>Reference to scientific discipline</b>
K1_U11	Has the ability to prepare and present studies in Polish and in a foreign language regarding the identification, analysis and assessment of phenomena and processes occurring in an enterprise / institution. Possesses the ability to propose the right solutions	social communication and media sciences; linguistics
K1_U12	Has the ability to prepare and actively participate in debates	social communication and media sciences;
K1_U13	Uses a foreign language in social communication in the organization, in accordance with the requirements specified for level B2 of the European Language Description System	linguistics
K1_U14	Uses normative systems and selected norms and rules (legal, professional, moral) in order to solve a specific task in the fields of science and scientific disciplines relevant to the studied specialty	management and quality sciences, legal sciences
K1_U15	Has the ability to plan his own professional development and understands the need for lifelong learning	management and quality science
K1_U16	Can move on the labor market and change the place of employment	management and quality science
K1_U17	Has the ability to interact and work in a team taking on various social roles	management and quality science
K1_U18	Has the ability to use the acquired knowledge, skills and social competences during professional internships	management and quality science
K1_U19	Has the ability to perform management functions in the organization he/she manages	management and quality science
K1_U20	Has the ability to plan and implement analysis of business processes and present their results	management and quality sciences, economics and finance
K1_U21	Manifests initiative and imagination in his concepts and activities	management and quality science
K1_U22	Has the ability to independently acquire and improve professional knowledge and skills	management and quality science
<b>SOCIAL COMPETENCE</b>		
K1_K01	Determines priorities in work and personal life and strives to achieve them	nauki o zarządzaniu i jakości
K1_K02	He/she acts ethically and responsibly within the set organizational and social roles, is assertive and brave in conveying and defending his views	management and quality sciences; sociological sciences, psychology
K1_K03	He/she thinks and acts in an entrepreneurial manner in creating and organizing economic initiatives and social projects	management and quality sciences, economics and

<b>Symbol of the major-related learning effect</b>	<b>Learning outcomes for the field of study: Management, First-cycle studies, practical profile</b>	<b>Reference to scientific discipline</b>
		finance
K1_K04	Shows willingness to correctly identify and resolve problems and dilemmas, including ethical ones, related to the profession	management and quality science
K1_K05	Shows willingness to initiate actions for the public interest, fulfills social obligations, and co-organizes activities for the social environment	management and quality sciences; sociological sciences
K1_K06	Shows willingness to critically assess acquired knowledge and skills as well as to supplement and improve them	management and quality science
K1_K07	Shows readiness to take up second-cycle studies	management and quality science

Of the 43 major effects specified, the majority of them - 22, are assigned to the field of social science and the discipline of management and quality science, which represents 51% of learning effects. It should be emphasized that the next 15 learning outcomes are assigned to both the aforementioned discipline and other disciplines - 37 in total, which constitutes 86% of learning outcomes. The discipline of management and quality science constitutes a leading discipline. Other disciplines are of supportive character, it is difficult to interpret the assignment of some learning outcomes to other disciplines differently, especially since they are also associated with the leading discipline. Learning outcomes are assigned to the field of social sciences, simultaneously or independently, to scientific disciplines: economics and finance - 4; sociological sciences - 4; psychology - 2, social communication and media sciences - 4, linguistics - 2; legal sciences - 3; socio-economic geography and spatial management - 1. In the field of exact sciences, the effects are assigned to the below-mentioned disciplines: mathematics - 2, computer science - 2, but these effects are also assigned to the discipline of management and quality science, therefore the field of exact sciences is not included in the table. 1, because this cannot be considered as an important assignment.

## 2. GRADUATE PROFILE

A graduate of the Management faculty at the University of Business in Wrocław is prepared in the field of basic sciences for continuing university studies, but above all he acquires comprehensive knowledge and skills in management practice. The basic goals of education in the field of management should include preparation for independent formulation and problem solving in individual functional areas of the organization and in relation to the organization as a whole and to carry out managerial activities at all levels. In this case the whole basis will be created by understanding the essence, regularities and problems of the creation, functioning, transformation, development and cooperation of organizations - enterprises, public institutions and state security structures.

During studies, the student will be equipped with theoretical and practical knowledge in the field of economics, management sciences and related sciences. Economic and managerial knowledge is related to fulfilling the organization's basic, managerial (management) and auxiliary functions (serving the basic and managerial functions). In order to properly perform aforementioned functions, students are obliged to acquire knowledge related to management concepts, methods, techniques and tools in the management process. Knowledge in related sciences primarily consists of humanistic, managerial (mainly sociological and psychological) and legal knowledge. The whole is related to the acquisition of specific general knowledge as well as shaping of ethical and social sensitivity in the education process; openness to other party's arguments, commitment and a sense of responsibility in the work environment and further beyond.

Skills acquired by the student during the education process and acquired social competences are related to the specific content of education in the course of study.

Social skills and competences acquired by the student during the first-cycle studies are particularly relevant for:

- implementation of the basic functions of process (enterprise) management in the organization,
- identifying, diagnosing and solving problems of managing human, material, financial and information resources,
- communicate and work in a team.
- student also has social competences related to management, communication and teamwork, predestinating them to occupy managerial positions - typical for the management area;
- strives for constant development and broadening of competences. Has the ability to resolve the decisiveness dilemmas, solve problems, negotiate, assertively and boldly convey and defend they views;
- has the ability to identify and explain social phenomena, and also correctly assesses market and economic conditions;
- is ready to cooperate in culturally and linguistically diverse environments, which due to globalization are often a quite important feature that is being sought by employers among employees;

- skillfully manages their own time and resources (human, technical, financial and information). Has the ability to plan activities, especially in the context of running own business. He is ethical and responsible.

A first-cycle graduate should know a foreign language at B2 proficiency level related to the European Language Description System. Should be prepared to undertake second-cycle studies. After completing their studies, they will receive a bachelor's degree. Student should be also prepared to work as an organization and management specialist as well as lower and middle-level manager in economic or public organizations, as well as to run their own business.

## **BUSINESS MANAGEMENT SPECIALITY**

Efficient and effective management of small, medium and large enterprises in a dynamically changing environment is crucial for gaining competitive advantage. Enterprise management is a specialty for all those who plan their careers both as organization managers and owners of their own companies. As part of the specialization, students will acquire comprehensive theoretical knowledge in the field of organizational management as well as economic, legal or organizational aspects of the functioning of modern organizations. Students will also acquire skills necessary, among others, to manage and motivate employees, work in a team, plan and implement marketing strategies and abilities related to run effective communication.

## **GRADUATE PROFILE**

A student of the "Business management" specialty acquires knowledge and skills related to.:

- economics, as well as knowledge concerning social, political, legal and cultural systems as conditions for the economy;
- effective management of entrusted human, material, financial and information resources in order to perform tasks as well as the ability to manage their own time and time required in the team ventures;
- rules for creating and developing forms of individual entrepreneurship;
- principles of developing general enterprise development strategy and functional strategies covering marketing, production, staff and finances of the entire enterprise;
- communication and negotiations in business and institution management processes; obtaining the knowledge concerning the rules of this communication;
- preparation, undertaking and conducting independent business activity;
- identifying problems in the functioning of the organization and the use of appropriate methods and tools to analyze and solve them;
- the use of basic theoretical knowledge and data acquisition to analyze specific social processes and phenomena (cultural, political, legal, economic) in the field of business management;
- analytical methods and tools as well as IT systems supporting decision making processes.

## **SPECIALITY COURSES**

The following courses are implemented as part of the specialization education module:

- Logistics management
- Innovation management
- Planning and conducting business activity
- Business valuation methods
- Assessment of investment projects
- Enterprise development strategy

## **Specialization in human resources management**

Effective human resource management stands as one of the key competences of enterprises today. Within the frame of "Human Resources Management" specialization, students will acquire knowledge and develop skills related to recruitment, selection, development and evaluation of employees. In addition, they will learn about the requirements of the labor market; they will be able to design, implement and accomplish the organization's personnel strategy and policy; they will be able to prepare, develop and manage a personnel recruitment system; they will be able to develop and implement incentive systems and will master the issues related to coaching.

## **GRADUATE PROFILE**

Student of "Human Resources Management" acquires knowledge and skills related to.:

- the essence and determinants of the behavior of human individuals and teams within the work environment;
- goals and tasks of personnel services
- personnel procedures and practices used
- functions and techniques of managing people as well as identifying leadership style and its determinants;
- organizational culture and its impact on the efficiency of team activities;
- using norms and standards in the processes of planning, organizing, motivating and controlling (work, quality, etc.), based on legal regulations;
- anticipating the behavior of organization members, analyzing their motives and influencing them in a specific way, as well as designing and implementing incentive systems in the organization;
- solving specific problems and propose relevant solutions, appropriate for human resources management ;
- diversity management within the organization,
- basics of competence management within the organization,
- teamwork and interpersonal communication.

## **SPECIALITY COURSES**

The following courses are implemented, as part of specialization module:

- Competence management within the organization

- Managerial coaching
- Recruitment and selection of employees
- Employee evaluation and development
- Problems of managing a working team
- Effective incentive systems

## **PSYCHOLOGY IN BUSINESS SPECIALIZATION**

The manager manages various resources within the organization, but it is widely recognized that the most important are people - human capital, standing as the organization's potential. As part of the "Business psychology" specialty, students will acquire knowledge and develop skills to effectively manage and develop people, understand their needs and behavior within the business environment. In addition, they will learn the principles of human resource management and conflict resolution. They will receive tips on the reason for the conflicts. A conflict within the environment an organization can mean a dispute between two or more members or groups, originating from the need to share resources, work, or different goals and values. Students will learn about how to design and construct the team itself, how to develop creativity, study professional competences, and gain knowledge related to the basics of coaching. They will learn how to build training scenarios, mediation and negotiations, communication and building relationships within the organization as well as with the social and business environment, all in most possible practical way. Students will receive knowledge related to the concept of stress (mobilizing and paralyzing stress) and learn practical methods of coping with stress itself by using what they've learnt.

## **GRADUATE PROFILE**

Student of "Psychology in business" acquires knowledge and skills in related to.:

- the essence and determinants of the behavior of human individuals and teams within the work environment;
- communication and negotiations in processes within the enterprise and institution management; knows the rules of this communication;
- functions and techniques of managing people, identifying leadership style and its determinants;
- organizational culture and its impact on the efficiency of team activities;
- typical research methods and tools in the areas of business operations related to psychology in business with the usage of statistical, econometric and IT tools;
- identifying problems in the functioning of the organization and the use of appropriate methods and tools in order to analyze and solve them;
- anticipating the behavior of organization members, analyzing their motives and influencing them in a specific way, as well as designing and implementing incentive systems within the organization;
- employing basic theoretical knowledge and data acquisition to analyze specific processes and social phenomena in the field of psychology in business;
- conflict resolution strategies: avoidance, competition, compromise, cooperation.

## **SPECIALIZATION COURSES**

The following courses are implemented as part of the specialization education module:

- Leadership psychology
- Team managing problems
- Economic psychology
- Development of employees' knowledge and competence
- Managerial coaching
- Resolving conflicts within the organization.

## **MARKETING AND SALES SPECIALIZATION**

Enterprises operate in a complex and highly volatile environment, therefore the main condition necessary to maintain their market position lies in the need to stand out among competitors. In order to achieve this it is essential to continuously and systematically study the environment; identification and segmentation of its elements, analysis of needs and selection of the target group. As part of the specialty, students will acquire knowledge and skills in analyzing the contemporary market and planning marketing strategies tailor-made to the clients' expectations and needs. Students will learn innovative promotion techniques and the secrets of effective sales, including internet marketing tools. They will learn how to manage a product, its price and brand, building value for the customers as well as creating relationship with them. They will acquire the competences necessary to manage the sales process and manage the sales team itself.

## **GRADUATE PROFILE**

A student of the "Marketing and sales" specialty acquires knowledge and skills related to.:

- market processes and the functioning of enterprises on the market, using marketing principles;
- typical marketing research methods and tools in relation with other areas of business operations: market research, financial analysis, product quality level, new product design, etc.;
- analyzing market phenomena and using marketing tools for the company's operations on the market; employing appropriate information technologies;
- employing basic theoretical knowledge and technique of obtaining data to analyze specific social processes and phenomena (cultural, political, legal, economic) in the field of marketing and sales;
- normative systems, norms and rules (legal, professional, moral) to solve specific marketing and sales tasks;
- analyzing processes in the enterprise in the context of creating and delivering value to clients;
- teamwork and interpersonal communication.

## **SPECIALIZATION COURSES**

The following courses are implemented as part of the specialization education module:

- Marketing in trade and services

- Communication and PR in trade and services
- Promotion tools
- Sales and customer relationship management
- Marketing strategies
- Sales techniques

## **ENTREPRENEURSHIP SPECIALIZATION**

Studies in the Entrepreneurship specialization allow you to acquire competences that are focused on efficient and effective business management, implementation of interesting projects, as well as giving the opportunity to demonstrate creativity and ingenuity. First of all, the study program of this specialty allows you to mould a creative attitude to create business from the ground up, through its launch, financing and development. It is also worth to acquire knowledge related to the ability of shaping your own behavior, to spark off entrepreneurship and skillfully search for and use opportunities within the particular the environment.

## **GRADUATE PROFILE**

Student of the "entrepreneurship" specialty acquires knowledge and skills related to.:

- skillful searching, recognition and use of entrepreneurial opportunities;
- establishing and then running your own business effectively;
- become an entrepreneur and entrepreneurial manager shaping the future of their own businesses;
- creating and implementing new ventures and building new social bonds;
- acquiring managerial skills allowing to run the enterprise or any other organization of any profile;
- learning techniques and obtaining skills to make accurate decisions and implement innovative entrepreneurial ideas.

## **SPECIALIZATION COURSES**

The following courses are implemented as part of the specialization education module:

- Customer relationship management
- Innovation management
- Enterprise operational management
- Leading an employee team
- Accounting for small and medium enterprises
- Enterprise development strategies

## **PERSONAL BRAND MANAGEMENT SPECIALIZATION**

Building a personal brand and effective management of your own image are both great challenges in the information overload of the global society. Personal branding is usually identified with a set of marketing tools or, on the contrary, limited to psychological and communication techniques. And yet personal brand management contains values desired by anyone who wants to build their own reputation consciously and thereby increase value in the

labor market. As part of the specialty, students will acquire knowledge and skills related to creative image constructing, authentic personality attributes, attractive communication of their brand, the use of effective internet marketing tools, conducting successful campaigns and promoting the image in the media.

### **GRADUATE PROFILE**

A student of the "Business management" specialty acquires knowledge and skills related to.:

- speaking, persuading and inspiring, by using their own personal potential;
- talking to specific consumer groups;
- finding your brand's distinguishing feature, choosing your personal brand character, style and developing body language;
- creating original stories, catchy advertising texts, interesting scripts and credible biographical notes;
- developing an effective marketing strategy and conducting a successful image management campaign;
- benefiting from image protection and management over crisis situations;
- promoting and maintaining own image in the media;
- building a website and using Social Media: LinkedIn, Twitter, Facebook.com, Instagram in PR.

### **SPECIALIZATION ISSUES**

The following courses are implemented as part of the specialization education module:

- Identification and creation of competences
- Leader and speaker workshop
- Own brand strategy - goals, USP(Unique selling proposition), plan
- Me on the market - own brand communication
- Marketing tools in brand strategy
- Public relations - managing your own image

### **E-BUSINESS SPECIALIZATION**

As part of the e-business specialty, the area of knowledge and skills in the field of economic and tourist projects, implemented through various types of ICT, electronic media, computer networks and the Internet is conveyed to students. Knowledge provided on good software development practices, from the concept of the application, to collecting requirements, design, implementation and maintenance

### **GRADUATE PROFILE**

A student of the E-business specialty acquires knowledge and skills related to.:

- entrepreneurship in e-business;
- organization and management of information resources for the needs of e-business, the basics of e-business economics;
- designing information systems;

- models, methods and tools for database storage and processing;
- creating database applications;
- the Internet of Things;
- software testing techniques and tools.

## SPECIALIZATION COURSES

- designing and creating web sites,
- e-commerce infrastructure;
- IT consulting;
- e-business communication;
- Internet of Things;
- techniques and tools for application testing;

The learning outcomes adopted for the field of Management were assigned to specific subjects of the classes included in the study plan in the consecutive categories: basic and major subjects as well as specialization courses (Annex 1).

### 3. Management study program

#### General assumptions of the study program

Field of study	Management
Educational level	First-cycle studies
Training profile	Practical
Form of studies	Full-time and part-time
The field of study assignment to specific area or areas of education and determination of the percentage share of ECTS credits for individual areas of education in the total number of ECTS credits	<b>The indicated field of study is assigned to the area of social sciences - 100%</b>
Indication of fields of science and scientific disciplines to which learning outcomes are related	<b>The field is assigned to the field of social sciences and so to the discipline: management and quality sciences</b> (in accordance with Resolution No. 2 of 25 April 2019 of the Senate of the University of Business in Wrocław on the decreeing of learning outcomes for Management faculty, first and second cycle studies of

	a practical profile persuasion, at the University of Business in Wrocław)
Indication of the professional title graduates are awarded with	<b>Bachelor's degree</b>
percentage share of the number of ECTS credits in the total number of ECTS credits for the fields of science and scientific disciplines to which learning outcomes are related to	<b>field of social sciences, discipline: management and quality sciences as a leading discipline - 86%, representing 155 ECTS credits</b>

### 3.1. THE STUDY PROGRAM CHARACTERISTIC

Indicators concerning the study program at the proposed field of study, level and profile of education, specified in the Regulation of the Minister of Science and Higher Education of 27 September 2018 on the conditions for conducting studies (Journal of Laws 2018 item 1861).

*Table 5. Indicators regarding the study program, field of study, level and profile*

The number of ECTS credits necessary to obtain qualifications corresponding to the level of education	180
Number of semesters necessary to obtain qualifications corresponding to the level of education	6
The number of ECTS credits assigned to didactic classes, requiring direct participation of academic teachers and students	93 ECTS credits 51.4% of the total number of ECTS credits
Number of ECTS credits allocated to modules of classes related to practical professional preparation for acquiring practical skills and social competences	114 ECTS credits 63.4% of the total number of ECTS credits
Number of ECTS credits allocated to humanities or social sciences classes (in case of fields of study assigned to areas other than the humanities or social sciences )	<i>Not applicable - the course is entirely assigned to the social sciences</i>
Number of ECTS credits assigned to the subjects / modules of the classes to choose from	55 ECTS credits 30.5% of the total number of ECTS credits
The number of ECTS credits allocated to apprenticeships and the number of hours of apprenticeships	750 hours 30 ECTS credits
Number of hours of physical education classes - in case of full-time first-cycle studies	60 hours

The program of studies in the field of Management with a practical profile includes classes related to practical vocational preparation. It allows students to acquire practical skills and social competences to which ECTS credits have been allocated, in the amount of more than 50% of the number of ECTS credits, i.e. 114 ECTS credits, which is 63.4% of the total number of ECTS credits. The list of subjects related to practical professional preparation along with the number of hours and the number of ECST credits is presented in Table 6.

*Table 6. Modules of classes related to practical vocational preparation for the students to acquire practical skills and social competences*

<b>Class module name</b>	<b>Form of classes</b>	<b>Total number of class hours full-time / part-time</b>	<b>Number of ECTS credits</b>
Interpersonal communication	lectures, classwork	30/21	3
Business presentations	lectures, classwork	22/21	3
Databases in management	lectures, laboratory	24/18	3
Creative problem solving	lectures, projects	24/18	2
Basics of accounting	lectures, classwork	34/30	4
Computer Graphics	workshops	20/15	2
Business English	lectures, classwork	74/33	4
Entrepreneurship	lectures, projects	34/30	3
Statistics in management	lectures, classwork	38/36	4
Practice 1	Professional practice	381/379	15
business finance	lectures, e-learning, class works	34/33	5
Marketing research	lectures, classwork	34/33	4
Project management	lectures, projects	34/30	4
Quality management	lectures, classwork	34/30	4
Business plan	lectures, projects,	30/21	3
Specialization subject 1	lectures, classwork	34/21	3
Specialization subject 2	lectures, classwork	34/21	3
Practice 2	Professional practice	381/381	15
Career counseling / management techniques	lectures, classwork	34/21	3
Photo and video in business	workshops	34/24	2
Online image building	lectures, classwork	24/15	2
Optional subject 1	lectures, classwork	34/21	3
Specialization subject 3	lectures, classwork	34/24	4
Specialization subject 4	lectures, classwork	34/24	4
Good practices in business / Business insurance in practice	lectures, workshops	34/27	3
Managerial training	workshops	24/15	1
Specialization subject 5	lectures, classwork	34/24	4
Specialization subject 6	lectures, classwork	34/24	4
<b>In total:</b>			<b>114</b>

The study program allows the student to choose the modules of classes to which ECTS credits have been allocated in the amount not less than 30% of the number of ECTS credits, i.e. in the

amount of 55 credits, which constitutes 30.5% of the total number of ECTS credits.

Table 7. Optional class modules

Class module name	Form of classes	Total number of class hours	Number of ECTS credits
Foreign language	foreign language course	194	15
Specialization	lectures, classwork, laboratory, projects, workshops	204	22
Elective subjects	lectures, classwork	68	6
Optional subjects	lectures, classwork	68	5
Dissertation	lectures	16	5
Study trips	workshops	48	2
Physical education	Physical Education	60	0
<b>In total:</b>		<b>658</b>	<b>55</b>

According to the assignment defined in the introduction to the curriculum, the leading field of study is constituted by scientific discipline of management and quality (86%). The remaining learning outcomes (14%) have been assigned to other disciplines, but they are of supportive character. Assigning learning outcomes to scientific disciplines is tantamount to assigning study program subjects to those disciplines. This correlation results from the matrix of learning effect relations – subjects related to the plan of study (Annex 4 to this document). The list of subjects assigned to scientific disciplines is presented in Table 8.

Table 8. Assignment of course subjects to scientific disciplines and the percentage share of the number of ECTS credits in the number of ECTS credits for the fields of science and scientific disciplines to which the learning outcomes are related to.

sg	Name of the subject	Scientific discipline	Number of ECTS	% to 180 ECTS
<b>Leading discipline</b>				
1.	Marketing research	management and quality science	4	
2.	Databases in management	management and quality sciences; Informatics	3	
3.	Business plan	management and quality sciences; economics and finance	3	
4.	Online image building	management and quality sciences; social communication and media sciences	2	
5.	Business English	linguistics	4	
6.	Good practices in business / Business insurance in practice	management and quality sciences; legal sciences	3	

<b>sg</b>	<b>Name of the subject</b>	<b>Scientific discipline</b>	<b>Number of ECTS</b>	<b>% to 180 ECTS</b>
7.	Career counseling / management techniques	management and quality science	3	<b>85,6 %</b>
8.	Dissertation	management and quality science	5	
9.	Business Ethics	management and quality sciences; sociological sciences	3	
10.	business finance	management and quality sciences; economics and finance	5	
11.	Photo and video in business	management and quality sciences; social communication and media sciences	2	
12.	Interpersonal communication	management and quality sciences; social communication and media sciences	3	
13.	Creative problem solving	management and quality science	2	
14.	Mathematics in management	management and quality sciences; math	5	
15.	Microeconomics	management and quality sciences; economics and finance	5	
16.	Intellectual Property Protection	management and quality sciences; legal sciences	2	
17.	Basics of marketing	management and quality science	4	
18.	Management basics	management and quality science	5	
19.	Practice 1	management and quality science	15	
20.	Practice 2	management and quality science	15	
21.	Economic law	management and quality sciences; legal sciences	3	
22.	Business presentations	management and quality sciences; social communication and media sciences	3	
23.	Optional subject 2	management and quality science	3	
24.	Optional subject 1	management and quality science	3	

sg	Name of the subject	Scientific discipline	Number of ECTS	% to 180 ECTS
25.	Specialization 1	management and quality science	3	
26.	Specialization 2	management and quality science	3	
27.	Specialization 3	management and quality science	4	
28.	Specialization 4	management and quality science	4	
29.	Specialization 5	management and quality science	4	
30.	Specialization 6	management and quality science	4	
31.	entrepreneurship	management and quality science	3	
32.	psychology in management	management and quality sciences, psychology	3	
33.	Statistics in management	management and quality sciences; math	4	
34.	Visits to companies, participation in business events, guest lectures	management and quality sciences, socio-economic geography and spatial management	2	
35.	Managerial training	management and quality science	1	
36.	Organizational behavior	management and quality sciences; sociological sciences	3	
37.	Quality management	management and quality science	4	
38.	Project management	management and quality science	4	
39.	Human Resources management	management and quality science	3	
In total			154	85,6%
<b>OTHER SCIENTIFIC DISCIPLINES</b>				
40.	Fundamentals of Finance	economics and finance	4	
41.	Basics of accounting	economics and finance	4	4,4 %
42.	Computer Graphics	Information Technology	2	1,1 %
43.	Polish / German / Spanish / English	linguistics	5	
44.	Polish / German / Spanish / English	linguistics	5	5,5 %
45.	Physical education	physical education sciences	0	0%

<b>sg</b>	<b>Name of the subject</b>	<b>Scientific discipline</b>	<b>Number of ECTS</b>	<b>% to 180 ECTS</b>
<b>46.</b>	Physical education	physical education sciences	0	
<b>47.</b>	Law	legal sciences	3	1,6%
<b>48.</b>	Sociology	sociological sciences	3	1,6%
In total			26	14,4 %

### **3.2. CLASS MODULES**

The detailed characteristics of the classes isolated from the study plan within the frame of individual education subjects, are included in the syllabuses and cover, among others, such elements as:

- learning outcomes in terms of knowledge, skills and social competences determined for the subjects of education within the modules,
- program content,
- educational forms and methods, ensuring achievement of assumed learning outcomes
- number of ECTS credits.

Syllabuses were developed on the basis of the formula set out in Ordinance No. 4/2018/2019 of the Dean of the Faculty of Economics and Management of the University of Business in Wroclaw of December 17, 2018 on verification of learning outcomes from the academic year 2018/2019 (summer semester). Aforementioned syllabuses are included in Chapter 7 of this Management Program.

## **4. Methods of verification and assessment of assumed learning outcomes**

### **Description of techniques verifying and evaluating student's learning outcomes throughout the entire learning process**

The basic document that depicts verification of learning outcomes is Order No. 4/2018/2019 of the Dean of the Faculty of Economics and Management of the University of Economics in Wrocław of December 17, 2018 on verification of learning outcomes. Verification of learning outcomes includes all categories of outcomes (knowledge, skills and social competences) defined for a given field of study.

Verification of learning outcomes is carried out at all stages of education through:

- 1) completion of a given subject by an academic teacher on the basis of the formative assessment obtained by achieving the subject learning outcomes,
- 2) crediting the professional internship provided for the subject of Management studies,
- 3) passing the diploma examination in front of the faculty diploma examination board,
- 4) verification of the education process and its final effects, taking into consideration, among others, the professional histories of graduates, as well as testing the employers' opinions in terms of compliance of the learning outcomes obtained by the graduate with the expectations of the labor market.

### **COMPLETION OF THE COURSE**

The place of actual verification of learning outcomes lies among the subjects of the study plan. The verification of learning outcomes lies in the reference of the student's performance and it should determine whether the student has achieved the defined learning outcomes or not. Syllabuses developed by lecturers, verified by the head of the department, constitute a tool for verifying the achievement of learning outcomes. The syllabuses distinguish forms of crediting and ways to verify the learning outcomes. It was assumed that the form of passing the subjects should be constituted by either credit or exam, while the methods of verifying learning outcomes are related to the assessment methods used to carry out the verification. The verification methods are designed in such a way that when a student obtains a sufficient grade, it means that they have achieved all the intended learning outcomes for the particular subject. In effect, this basically means that, according to the needs for verification of learning outcomes assumed in the scope of knowledge, skills and social competences, to obtain a credit for a subject - rigor - it is essential to obtain components of assessments confirming the achievement of learning outcomes for a given method of verifying the effect. Detailed solutions to this relationship for a given subject are presented in the subject syllabus. In the dean's aforementioned order, the following verification methods have been adopted as part of verification of learning outcomes:

<b>KOD</b>	<b>FORM</b>
<b>MO1</b>	Oral exam
<b>MO2</b>	Exam / colloquium in the form of a closed test
<b>MO3</b>	Exam / colloquium in the form of open tasks
<b>MO4</b>	Exam / colloquium in the form of practical tasks (calculation or drawing tasks)
<b>MO5</b>	Design
<b>MO6</b>	A demonstration of practical skills
<b>MO7</b>	portfolio
<b>MO8</b>	teamwork
<b>MO9</b>	The presentation
<b>MO10</b>	Research report
<b>MO11</b>	Case study
<b>MO12</b>	A practical task
<b>MO13</b>	Laboratory report
<b>MO14</b>	Activity during classes
<b>MO15</b>	Observations
<b>MO16</b>	Other (specify what simulation, motor test, etc.)

An academic teacher, during the first classes of particular subject, should familiarize the student with the learning outcomes in terms of knowledge, skills and social competences that student should achieve and explain how the student will be verified. This information should be made available to students in the syllabus. Solutions to this dependency have the form of a matrix, where the verification method is defined for a given effect taking into account the rating scale).

For example, for the Fundamentals of Management and its six learning outcomes , this matrix is as follows:

<b>LEARNING OUTCOMES</b>	<b>Grade 2</b>	<b>Grade 3-3,5</b>	<b>Grade 4-4,5</b>	<b>Grade 5</b>
Effect 1	Knowledge test below 15 points	15 ÷17, 18 ÷20 points	21 ÷23, 24 ÷26 points	More than 26 points
Effect 2	Knowledge test below 15 points	15 ÷17, 18 ÷20 points	21 ÷23, 24 ÷26 points	More than 26 points
Effect 3	Knowledge test below 15 points	15 ÷17, 18 ÷20 points	21 ÷23, 24 ÷26 points	More than 26 points
Effect 4	Team work - below 50% points	51 ÷60, 61 ÷70 % points	71 ÷75, 76 ÷80 % points	More than 80% points
Effect 5	Team work - below 50% points	51 ÷60, 61 ÷70 % points	71 ÷75, 76 ÷80 % points	More than 80% points
Effect 6	Activity below 3 points	4-6 points	10-15 points	More than 16 points

The method of assessing the achievement-level of the intended learning outcomes should be as objectivized as possible. At the University, it is recommended to use a point system in which appropriate points are allocated for the required student activities during classes. During verifying the degree of achievement of learning outcomes, the appropriate number of points are provided within the frame of syllabus. At the beginning of the class, the lecturer should present the number of points possible to obtain to the students. These points can be awarded for: written essays (tests, projects, calculations, papers, etc.), oral answers, active participation in classes, etc. Individual components may have a different value, depending on their difficulty and complexity.

According to the dean's order, after fulfilling the requirements of the credit or the exam the validation report is prepared. It consists of a report prepared by the academic teacher being the lead lecturer - subject coordinator. Based on the data for practical forms and results of achieving learning outcomes for lectures, the subject coordinator prepares a report which, as described in the syllabus, constitutes the basis for the final grade for the particular subject. This report is archived in paper version in the subject's portfolio.

Exemplary template of the validation protocol, consisted of lecture and classwork:

Protokół walidacji założonych przedmiotowych efektów kształcenia zajęć praktycznych																			
Przedmiot: Podstawy zarządzania																			
Kierunek, specjalność, rok akademicki, semestr: Zarządzanie semestr 1, studia pierwszego stopnia, stacjonarne																			
L.P.	PZ Zarz- stac		Praca zespołowa						A	Test	Suma pkt. / Oceny formujące						średnia	Ocena	Ocena II
	nr albumu	Imię i nazwisko	08.paź	12.lis	12.lis	10.gru	10.gru	Σ			Ocena	Σ	Ocena	Σ	Ocena				
1	15664		8	8	8	0	7	13	18	13	4,5	31	3,5	18	3,5	3,6	3,5		
2	15749		8	8	8	10	7	17	15	17	5,0	41	4,5	15	3,0	3,8	4,0		
3	15613		8	8	8	9	7	14	24	14	4,5	40	4,5	24	4,5	4,5	4,5		
4	15502		7,5	8	8	9	7	12	9	12	4,5	39,5	4,0	9	2,0	3,1	3,0		
5	15505		9,5	8	8	10	7	12	16	12	4,5	42,5	4,5	16	3,0	3,8	4,0		
6	15506		10	8	8	9	7	17	23	17	5,0	42	4,5	23	4,0	4,3	4,5		
7		...																	

In the example solution, the grade from the subject is a weighted average, resulting from achieving the results:  $E = 0.1 Ks + 0.4 U + 0.5 W$ . Verification consists of following methods: teamwork, activity, knowledge test. In order to directly check the achievement of assumed learning outcomes for particular subjects, student surveys may be conducted. The initiator of the research can be both academic teachers who implement the education process and Rector's Plenipotentiary for education quality. The date, the manner of conducting the tests, and the form of preparing the research report, are all specified by the entity initiating the study.

The implementation of the subjects will therefore allow to achieve the assumed major-related learning outcomes adopted for the Management faculty by the Senate. Positive implementation of education, confirmed by the credits and exams provided in syllabuses, related to learning outcomes provided for a given subject in the matrix 'learning outcomes - subjects of the faculty', constitutes positive verification of the education program.

## **CREDITING OF PROFESSIONAL PRACTICE**

The method of verifying the learning outcomes obtained during the apprenticeship is determined by the Apprenticeship Regulations implemented by Order No. 11/16/17 of the Rector of the University of Business in Wrocław of November 21, 2016 on detailed rules for organizing, completing and crediting the apprenticeships of students of the University of Business in Wrocław.

Student apprenticeships create an opportunity to learn about the nature of the work and the structure of many institutions, business entities, etc. It also helps to verify one's beliefs and ideas about professional work. Apprenticeships provide a fertile ground for confrontation of competences obtained during studies with the practice itself as well as for making friends in a professional environment. It can also provide an opportunity to undertake professional work in the place of an internship.

On the basis of the internship regulations, the student is required to complete a professional internship in accordance with the education program and study schedule for the field of Management for six months, divided into 2 semesters (third and fifth, fourth). Completing the internship is one of the program requirements that the student should meet before taking the diploma exam. The internship is considered completed after achieving all learning outcomes provided within the internship program. These effects are specified for the practice in the "Learning effects - study plan subjects" matrix. These rules are further detailed in the syllabus of the subject, in which four to six subject learning outcomes were defined for each semester. Most effects are skills.

The place of student's internships should be consistent with the Management field of study. The student may independently choose the place of internship, take advantage of the internship offer, prepared by the University, or have an apprenticeship based on his professional work.

Methods to verify learning outcomes achieved in the process of implementing apprenticeships include, in accordance with the apprenticeship regulations:

- 1) Report on completed professional practice and confirmation of professional practice.
- 2) In exceptional cases, with the consent of the Plenipotentiary for Practices, it is sufficient to present a certificate issued by the entity in which the student has completed the internship, if such certificate contains the content referred to in Confirmation.
- 3) In addition, the student presents the Student's Opinion on the course of apprenticeships and the Satisfaction Survey filled by the entity in which the student has completed the internship.

The indicated internship verification documents (templates) are attached to the Internship Regulations.

The university exercises supervisory duties related to educational and organizational course of internships. In order to supervise the organization and conduct internships, the Rector appoints from among academic teachers a plenipotentiary for internships, responsible for verifying the documentation concerning internship in terms of substance. The plenipotentiary is responsible for implementing internships in accordance with its objectives, program and assumed learning outcomes.

## **PASSING THE DIPLOMA EXAM**

The course of the diploma process, including the course of the diploma exam, is included in the study regulations. These rules are also specified in the dean's orders concerning diploma and syllabuses . The dean issues orders detailing the rules for selecting a specialty, choosing supervisor and passing exams, along with a set of exam questions. For example, these principles are implemented by Order No. 3/2018/2019 of the Dean of the Faculty of Economics and Management of the University of Business in Wroclaw of November 16, 2018 regarding the update of the set of issues of the diploma examination for individual fields of study in the academic year 2018/2019.

For Management studies, the study plan does not provide a diploma thesis but only diploma exam.

The diploma examination should prove that the student:

- 1) independently identifies problems posed in given questions,
- 2) is able to comprehensively and convincingly give answers to any questions originating from the area of study, using the information from literature, knowledge obtained in the particular field of study and specialization, as well as own thoughts,
- 3) conducts an argument logically,
- 4) uses a clear and precise language.

Passing the exam completes the diploma process. The learning outcomes for this stage are verified by the diploma examination board. The candidate's knowledge and skills are described and assessed by the answers to exam questions and ultimately verify the results achieved by the graduate. Determining the grade from the diploma exam and the final result of studies take place in closed session of the board. The grade from the diploma exam and final study results are announced to the student by the chairman of the board immediately after the meeting of the examination board.

## **VERIFICATION OF FINAL EFFECTS**

Verification of final effects includes a number of activities undertaken in the last period of education, including monitoring the professional careers of graduates and researching the opinions of employers regarding the major and implemented specializations. These studies should show the characteristics of the graduate's profile and its adaptation to the needs of the labor market.

To verify the achievement of the intended learning outcomes of the particular field of study, assessment methods are used and defined within the frame of education quality assurance system, primarily in the aspect of didactic surveys, as well as assessment:

- 1) grades from credits and exams on particular semesters,
- 2) passing the exam in the first term,
- 3) repeatability of individual subjects,
- 4) repeatability of semesters / years of study,
- 5) student dropout scale,
- 6) pass rate of diploma exam,
- 7) opinions of employers on graduates obtained by the Career and International Programs Office,

8) opinions of employers on the students undergoing internships.

A synthetic measure of the achieved and assumed learning outcomes for a field of study lies in the final grade from the studies, the calculation of which is specified in the study regulations. Monitoring of the level of learning outcomes takes place through annual assessment concerning the state of implementation of learning outcomes within the frame of analyzes regarding the quality of the education process by the University Senate, opinions submitted by internal stakeholders (student government, lecturers' meetings and university meetings), also within the scope of implementation level of learning outcomes and their topicality in the labor market. The obtained results of evaluation of learning outcomes and solutions in this regard are also consulted with employers within a frame of systematically organized meetings. In addition, meetings of the Dean with personnel occupying functional positions are regularly organized, in order to familiarize with opinions on the study conditions. Students have constant access to their learning results, including through the PROAKADEMIA IT system, the "Virtual Dean's Office" module, which provides ongoing monitoring of student progress.

However, due to the level of utilization of the results of diagnostic and formative assessment as well as summarizing assessment, the Dean's and his Plenipotentiary for Quality of Education activities deserve special attention. After thorough analysis of the education results, and assessing the didactic process survey, they submit reports and information regarding the assessment of the results of education achieved by students in terms of knowledge, skills and social competences to the University Senate during the summary of the academic year. The representatives of students who directly or indirectly (e.g. through student government) express opinions on the level of the assumed learning outcomes, participate in the analysis process. Opinions and suggestions of the Dean, the Plenipotentiary for the Quality of Education and students regarding the level of achievement of learning outcomes are used to improve education programs at particular fields and levels of study.

The presented solutions create a coherent image of verification of learning outcomes at the University. Actions are thoroughly considered, repetitive and allow to improve the quality of education and in case of unforeseen situations for adjustments required.

## **5. Study plan including modules of classes**

Full-time study plan - general assumptions:

major: Management

level of studies: first-cycle studies

profile: practical

form of study: full-time, part-time.

language: full-time studies - Polish English, part-time studies - Polish.

academic year: from 2019/2020

Due to the complexity of the study plan, it is not depicted in this document, but it stands as the Annex 3 to the resolution of the Senate regarding the establishment of the study program.

## **6. Apprenticeship hours, rules and forms**

### **Working hours for apprenticeships:**

According to the study program, students are required to carry out apprenticeship for six months (750 hours). Professional training is carried out in two semesters (third and fifth) for 3 months. The internship is carried out during the summer break after the first and second year of study and settled within the next semester. The total number of ECTS credits assigned to professional practice is 30.

Formal grounds for implementing internships:

Ordinance No. 15/16/17 of the Rector of the University of Business in Wrocław of December 5, 2016 regarding detailed rules for the organization, completion and crediting of apprenticeships for students of the University of Business in Wrocław, apprenticeship program for the field of Management.

### **RULES OF APPRENTICESHIP:**

The Dean of the Management and Economics Department is responsible for the organization of apprenticeships, in particular he concludes general agreements on placements and provides substantive supervision over apprenticeship activities conducted by: Rector's Plenipotentiaries for Student Apprenticeships, Career Office, International Cooperation Office and Student Service Center.

Plenipotentiary for Internships is responsible for approving the place and date of the beginning and end of the internship, familiarizing students with the principles, organization and internship program and how to stick to their rules, substantive and organizational supervision over the preparation and course of internships, verification of the results of students' internships, crediting the internship and submitting documentation to the Career Office or International Cooperation Office.

The condition for passing the internship lie in completing the tasks specified in the internship program as well as by the achieving the assumed results of internship implementation.

After completing the internship, the student submits the following documents:

Report on completed professional practice, accepted by the representative of the entity in which the student completed the internship;

Confirmation of professional internship prepared by a representative of the entity in which the student completed the internship;

Student's opinion on the course of apprenticeships;

Satisfaction survey completed by the representative of the entity in which the student did the internship.

Verification of the learning outcomes, in accordance with the requirements determined in the syllabus of apprenticeships, is performed by the Plenipotentiary for Internships. Confirmation of the implementation of learning outcomes is embraced by the document entitled "Card for verification of learning outcomes of the professional practice".

Getting credit for apprenticeship, completed internships or conducted business activities towards the internship itself takes place on the basis of an application submitted by the student to the Plenipotentiary for Practices, in which he describes the characteristics of the employer,

job position, the nature of the tasks / tasks performed, including substantive, organizational and auxiliary works. Students applying for crediting the apprenticeship on the basis of their business activities describe the way in which their work experience or business activity corresponds to the apprenticeship program of a given field of study.

The Career Office's task lies in participation in the apprenticeship organizational process, in particular to take the following actions:

1. Labor market monitoring as well as establishing and maintaining relationships with entities of the socio-economic environment in which internships can be implemented;
2. maintaining a database of the aforementioned Entities;
3. information and counselling activities concerning internships directed at students;
4. Keeping records of documentation regarding completed professional practices;
5. Preparation of reports on the implementation of internships.

**The International Cooperation Office carries out the following tasks in the process of student internships:**

1. Labor market monitoring as well as establishing and maintaining relationships with entities of the socio-economic environment in which international internships can be implemented;
2. Maintaining a database of entities in which foreign internships may be implemented;
3. Information and advisory activities on international internships addressed to students;
4. Providing students with forms for international internships;
5. Keeping records of documentation regarding completed professional practices;
6. Undertaking other activities resulting from separate agreements concluded by the university in the field of foreign internships.

Professional internship is carried out by students in accordance with the internship program, within determined time limit and according to the principles settled in the study plan and curriculum for the given field of study. The student undertakes an internship on the basis of a general or individual agreement on completing the vocational training, concluded between the University and the entity in which the internship will be carried out or on the basis of a referral sending student to vocational practice.

### **Forms of internships**

The student may implement professional practice in the following forms:

1. National practice in the entity, based on an agreement or referral;
2. Internship abroad as part of the Erasmus + international exchange program in a foreign entity;
3. Credit towards the internship by including student's professional work, completed internship or conducted activity, in the number of hours consistent with the dimension set for internships, specified in the training program, however, for the learning outcomes obtained and specified for internships in given field of study.

## **Framework program of apprenticeships for the Management faculty- learning goals and results**

The purpose of the internship is to enable the practical application of knowledge acquired during the course of studies and to acquire skills and competences useful in professional work. The specific objectives of apprenticeships specified in the syllabus are as follows:

1. The use of subject-area and specialization knowledge
2. Verification and extension of theoretical knowledge in the field of Management acquired by students during their studies at the university
3. Acquiring new practical skills necessary for future employees of logistics activities

The following learning outcomes were formulated for apprenticeships: student after completing apprenticeships:

1. Is able to obtain information from a place of professional practice, integrate and use them in education.
2. Constantly expands their professional and personal competence through participation in additional forms of education at the place of practice.
3. Correctly identifies and resolves dilemmas in the workplace of economic, legal and ethical nature, related to the Management field of study.
4. Can perform a critical assessment of the functioning of incentive and organizational systems etc. in the place of internship and assess existing solutions.
5. Can demonstrate creativity and entrepreneurship during internship.
6. Is capable of solving the most common problems related to the occupation.
7. Is able to organize and manage the teamwork and solve problems concerning the work environment.
8. Is able to work and cooperate in a group, undertaking various roles and understands the effects of their activities.
9. takes responsibility for the tasks entrusted to them before colleagues.

## **7. Attachments - syllabuses**